THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT. PRODUCTION METHODS. MATERIALS. EQUIPMENT. PURCHASING. SALES. MERCHANDISING

VOL. XVI No. 8

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M. C. POSTSCRIPTS

★ Plant executives and production men are always interested in the experiences of others in solving various problems. Much useful information is obtained through the exchange of ideas. This issue is chock full of the ideas and experiences of a large number of authorities. It's "The Idea Magazine."

★ We asked Talbot Clendening to give experiences on "Trouble Shooting" in various lines of production. A production executive who read the manuscript in our publishing offices agreed with us that "it contains useful information."

★ The Dun & Bradstreet "Statistical Analysis of Operating Figures for 1935," reviewed in part in this issue offers profitable study for every plant president.

★ Mr. Erb discusses actual results to be obtained by the use of a system of records for the intelligent control of inventories.

★ Mr. Buese, another expert, outlines the use of time and motion study in the factory, "especially as cost reduction tools."

★ Mr. Opler considers the Hollow Mould Chocolate Business "the new 'Klondike' of America", because of the opportunities he declares it offers.

★ Mr. Spuehler gives practical suggestions on the essentials the manufacturer should consider when planning "Effective Candy Bar Wraps."

★ This month the Candy Clinic analyzes "Summer Candies."

★ You can learn a great deal about candy packaging by studying the criticisms given by the Quarterly Packaging Clinic.

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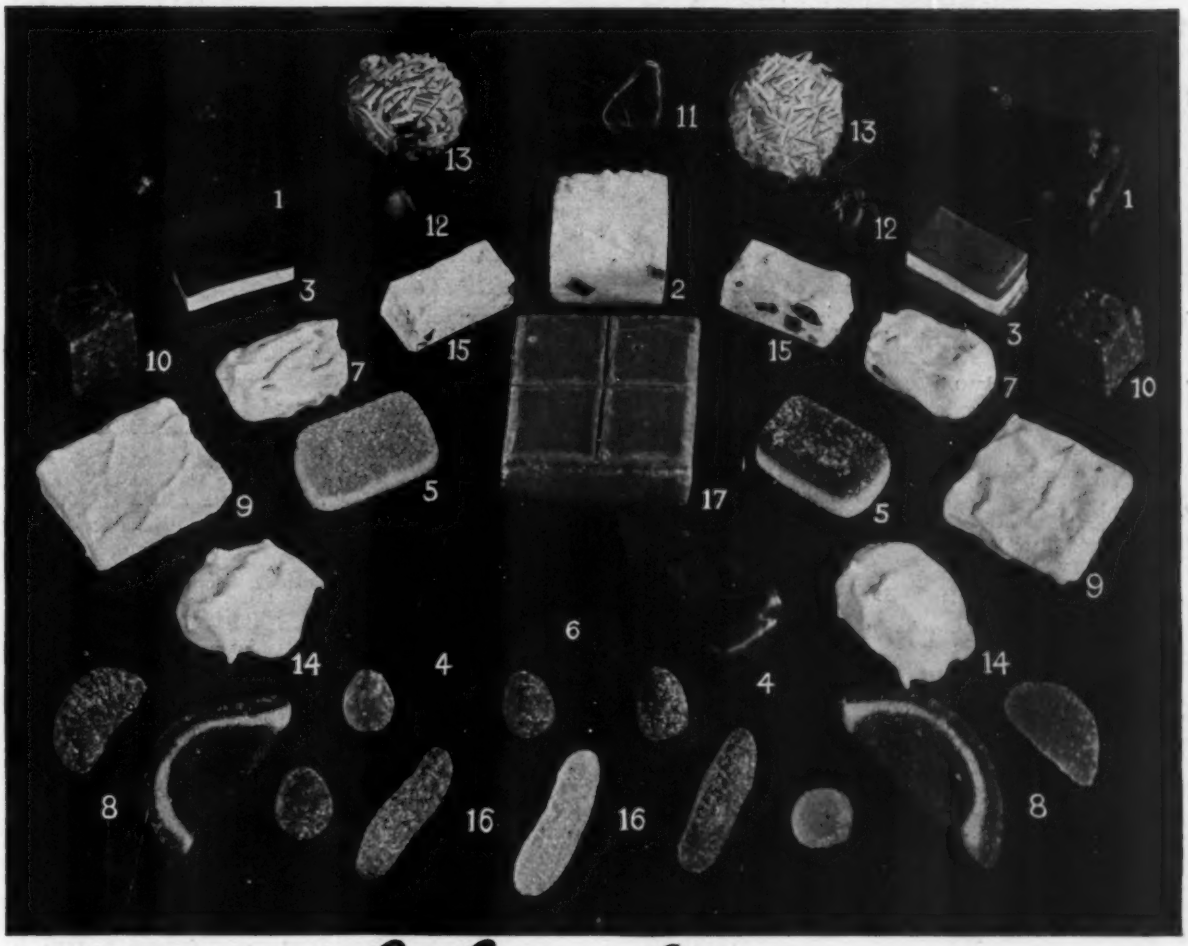
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POLICY: THE MANUFACTURING CONFECTIONER *is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of* THE MANUFACTURING CONFECTIONER *are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.*

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER *are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.*



AND THERE'S A *White Stokes* QUALITY FORMULA FOR EVERY TYPE OF CANDY THAT *Will be Sent Promptly on Request*

Specify by number the type, "piece," or candy that you can sell most easily, and the formula to insure batch control, perfection of quality, and appetizing freshness so essential to successful candy merchandizing will be sent promptly, without the least obligation on your part.

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- ☐ 2 — Rainbow Fudge
- ☐ 3 — Layer Caramels
- ☐ 4 — Cast Caramels
- ☐ 5 — Layer Jellies
- ☐ 6 — Licorice Caramels
- ☐ 7 — Iced Caramels
- ☐ 8 — Orange Slices

WHITE-STOKES COMPANY, INC., 3615-23 Jasper Place, Chicago, Ill.

I have checked the Candy Items most interesting to us and would like to have your helpful formulas covering the production of same.

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*Firm*_____

*Address*_____

*City*_____ *State*_____

- ☐ 9 — Iced Marshmallows
- ☐ 10 — Cocoanut Caramels
- ☐ 11 — Chocolate Nougats
- ☐ 12 — Hand Roll Creams
- ☐ 13 — Cocoanut Nougats
- ☐ 14 — Iced Jellies
- ☐ 15 — Wrapped Nougats
- ☐ 16 — Cast Jellies



August—1936

8th Month
31 Days { 5 Saturdays, 5 Sundays

Day of Month	Day of Week	EVENTS
		Planning Season: For Wholesale Mfrs.—Thanksgiving. For Retail Mfrs.—Fall Goods.
1	Sa.	St. Louis Candy Salesmen's Assn., American Annex Hotel. 12:30 noon.‡
2	S	Jobbers Salesmen's Assn. of Western Pa., Webster Hall, Pittsburgh.*
3	M	Candy Production Club of Chicago, Lake Shore Athletic Club, Chicago*—Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.*—Chicago Candy Club, Maryland Hotel, Chicago.‡
5	W	Retail Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 N. Broad Street*—Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.†—Colorado Confectioners' Assn., Oxford Hotel, Denver†—Southern N. E. Wholesale Confectioners' Assn., Remington Hall, Y. M. C. A., Fall River, Mass.*
6	Th	Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.†—Cincinnati Candy Jobbers' Assn., Grand Hotel*—Keystone Jobbing Assn., Chamber Commerce Bldg., Scranton, Penn.†
7	Fr	Falls Cities Confectioners Club, Louisville, Ky.*—Wolverine Candy Club, Norton Hotel, Detroit, Mich.*
8	Sa	Kansas City Candy Club, Pickwick Hotel*
		Be sure to have your Fall goods out by the end of this month so they'll be ready for September sales.
12	W	Manufacturing Confectioners of Baltimore, Hotel Emmerson*.
12-15		National Food Distributors' Assn. Convention, Statler Hotel, Boston.
14	Fr	Assn. of Mfrs. of Conf'y and Chocolate of N. Y., Pennsylvania Hotel, N. Y. C.‡
15	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel.‡
		Get Christmas orders in early. Give the factory time to turn out goods in the right way.
17	M	Chicago Candy Club, Medinah, Chicago.‡
18	Tu	Candy Executives and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.*
20	Th	New York Candy Club, Inc., Park Central Hotel.*
22	Sa	Pittsburgh Candy Club, Pittsburgh, Pa.*
27	Th	Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York*—Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City.*
		Now's the time to start selling goods at a profit. Business should be good.
31	M	Candy Square Club of N. Y. City, Inc., Hotel McAlpin.*

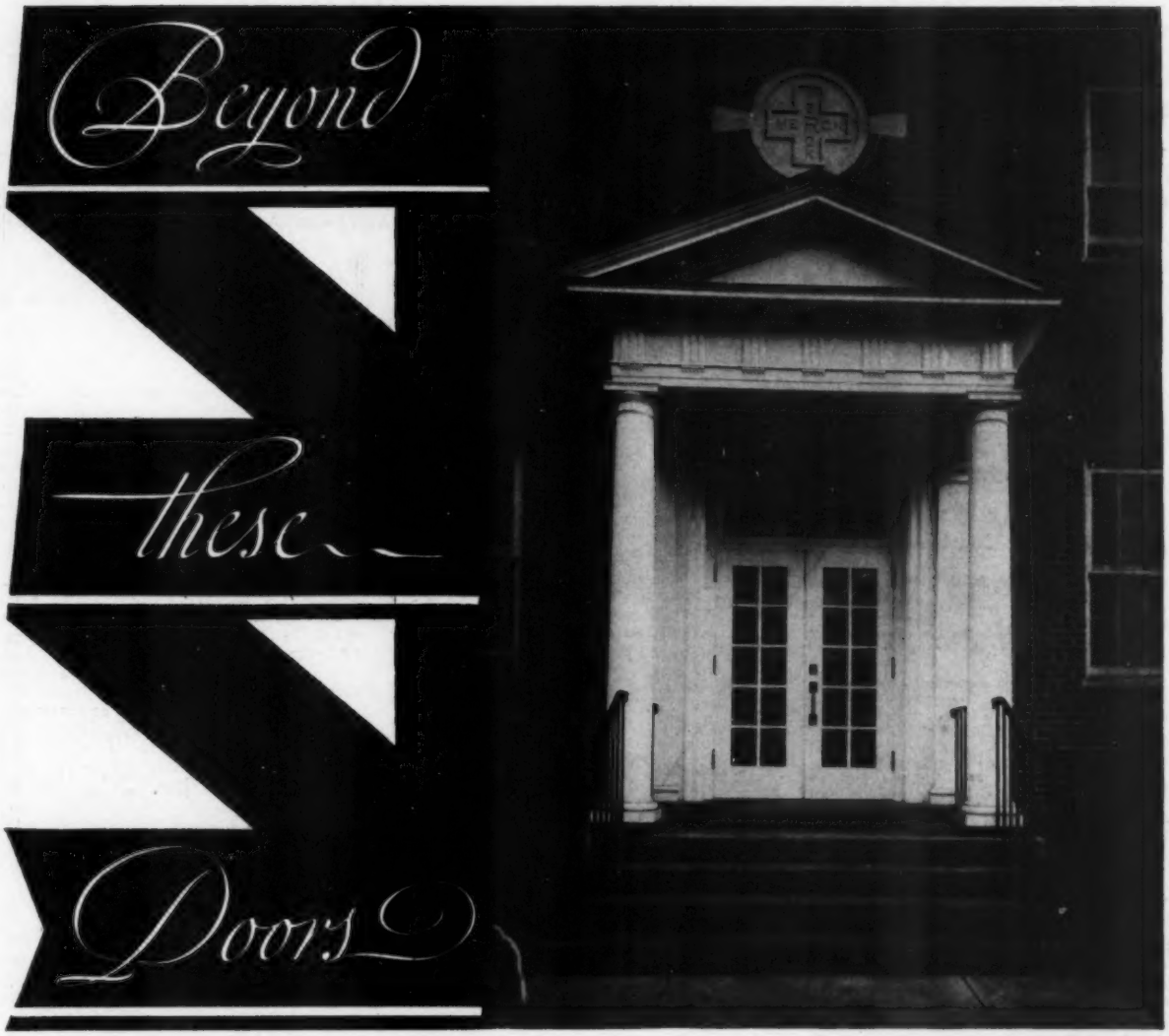
*Monthly Meeting. †Weekly Meeting. ‡Bi-Monthly Meeting.

September—1936

9th Month
30 Days { 4 Saturdays, 4 Sundays

Day of Month	Day of Week	EVENTS
		Planning Season: For Wholesale Mfrs.—Christmas. For Retail Mfrs.—Thanksgiving.
2	W	Retail Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St.*—Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.†—Colorado Confectioners' Assn., Oxford Hotel, Denver†—Southern N. E. Wholesale Confectioners' Assn., Remington Hall, Y. M. C. A., Fall River, Mass.*
3	Th	Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.†—Cincinnati Candy Jobbers' Assn., Grand Hotel*—Keystone Jobbing Assn., Chamber Commerce Bldg., Scranton, Penn.†
4	Fr	Falls Cities Confectioners' Club, Louisville, Ky.*—Wolverine Candy Club, Norton Hotel, Detroit, Mich.*
5	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel. 12:30 noon.‡
6	S	Jobbers Salesmen's Assn. of Western Pa., Webster Hall, Pittsburgh.*
7	M	Labor Day.—Candy Production Club of Chicago, Lake Shore Athletic Club, Chicago.*—Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.*—Chicago Candy Club, Maryland Hotel, Chicago.‡
9	W	Manufacturing Confectioners of Baltimore, Hotel Emmerson.*
11	Fr	Assn. of Mfrs. of Conf'y and Chocolate of N. Y., Pennsylvania Hotel, N. Y. C.‡
12	Sa	Indiana Candy & Tobacco Distributors' Assn., Inc., Convention Columbia Club, Monument Circle, Indianapolis.
		Kansas City Candy Club, Pickwick Hotel.*
15	Tu	Candy Executives and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.*
17	Th	New York Candy Club, Inc., Park Central Hotel.*—
19	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel.‡
		Sweetest Day is less than a month off. Be prepared!
21	M	Chicago Candy Club, Medinah, Chicago.‡
22	Tu	Candy Executives and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.*
24	Th	Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.*—Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City.*
26	Sa	Pittsburgh Candy Club, Pittsburgh, Pa.*—American Indian Day. E-E-E-Yow! Yip! Yip! Givum heap plenty candy.
28	M	Candy Square Club of N. Y. City, Inc., Hotel McAlpin.*
28-29		Boston Conference on Distribution at Hotel Statler.
28		To Oct. 2.—Second Annual Atlantic Coast Premium Exposition at Hotel Astor, New York City.
30	W	Be ready with your Hallowe'en novelties. It's only a month away.

* Monthly meeting. † Weekly meeting. ‡ Bi-Monthly meeting.



Modern research facilities, an experienced technical staff, and rigid laboratory control ensure the uniformity and dependability of Merck products for the confectioner.

The name Merck on a product is a guaranty of purity and reliability. It is your protection against variation in quality, thus enabling you to standardize your own manufacturing processes.

Other reasons that account for the popularity of Merck products such as Citric Acid, Tartaric Acid, Cream of Tartar, Vanillin, Cumarin, Sodium Benzoate and Sodium Acetate are attractive prices, dependable service, and adequate stocks maintained at convenient points for prompt delivery.

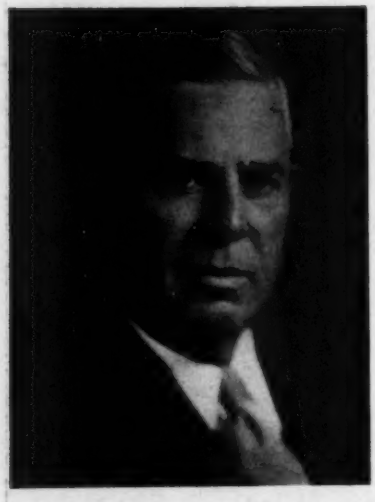
WRITE US REGARDING YOUR MANUFACTURING PROBLEMS AND REQUIREMENTS

★ MERCK & CO. Inc. Manufacturing Chemists RAHWAY, N. J. ★

New York • Philadelphia • St. Louis • *In Canada:* Merck & Co. Ltd., Montreal • Toronto

WHO'S WHO IN THE CANDY INDUSTRY

Fostering the Idea of Getting Better Acquainted with Prominent Members of the Industry



THOMAS J. PAYNE
Reed Candy Co., Chicago, Ill.



HARRY L. BROWN
Brown & Haley, Tacoma, Wash.



N. F. FISKE
Fine Products Corp., Augusta, Ga.

THOMAS J. PAYNE

THOMAS J. PAYNE, the newly elected President of the National Confectioners' Association, undoubtedly will give the association a successful administrative year because he has a concept of the greatness of the industry's opportunities, and he has started out to sell that idea to his fellow manufacturers. He wants the association "to be great not only in name but in what it accomplishes for the industry."

Tom Payne, Vice-President of Reed Candy Co., Chicago, has a background of 30 years of sales experience in the confectionery industry, so you can count on his doing a real selling job for the association. Then besides, he will have the able assistance of Executive Vice-President A. M. Kelly, who will perform many of the duties which have heretofore been placed entirely upon N.C.A. presidents. Both have energetic personalities and enjoy many friends in the industry.

Mr. Payne has previously served the association on the Executive Committee in 1933-34, and on the Industrial Recovery Board during the Code era, in 1934-35.

He started his business career as a messenger boy for a bank on Wall Street, New York City, shortly after graduating from Hampden-Sidney College in Virginia.

Tom Payne entered the confectionery industry as a salesman for the National Biscuit Co., Kansas City, Mo. In subsequent years he was associated with the Frank A. Menne Factory of the National Candy Co., Louisville, Ky., and the Veribrite Factory, Chicago, where he was Sales Manager, also the old Martin Dawson Co. during its thriving years. In 1921 Mr. Payne joined the Reed Candy Co., which he has served as Sales Manager and Vice-President.

Mr. Payne is married and has two children—a daughter "who has married into the U. S. Army," and son William in the sugar brokerage business. Tom Payne's hobbies, by the way, are books and gardening, and he calls for turnip greens when naming his favorite dish. Mr. and Mrs. Payne spend their vacations in Cuba.

HARRY L. BROWN

HARRY L. BROWN, Secretary-Treasurer and Manager of Brown & Haley, manufacturers of Tacoma, Wash., is one of the leading figures of the industry in the West, and his genial personality and ability have led him into numerous activities in other fields.

Mr. Brown is a Director of the Puget Sound National Bank of Tacoma, Board member of the Chamber of Commerce, has been President of the Y.M.C.A. for several years, is Vice-Chairman of the Board of the College of Puget Sound, and has served as a Director of the Rotary Club two terms.

He has served his fellow confectioners as President of the Western Association and been on their Board several years, as well as on the N.C.A. Executive Committee two years. He recently was elected to the Board for a two-year term.

Harry L. Brown has spent 29 years in the candy industry. He started to learn the trade in 1903 in a confectionery and restaurant at $3 per week. He later achieved his ambition of entering business for himself. His brother, C. H. Brown, is associated with Brown & Haley's in the sales branch.

During the World War, Mr. Brown spent 14 months in France, organizing and managing cookie, chocolate, and jam factories for the Y.M.C.A. and the army.

His hobby is making and experimenting with new candies, while fishing and hunting are his favorite sports.

Mr. Brown has five children. His two oldest sons, Harry, 25, and Alvin, 23, have just graduated from the University of Chicago Medical School, and Stanford University. Alvin is entering the firm.

N. F. FISKE

"MY NAME is N. F. Fiske," declares this friendly N.C.A. Board member of the South. "My home is at 1439 Anthony Road, Augusta, Georgia, and most of my time is spent at our Augusta Plant and General Offices, although I make frequent visits to our Atlanta Plant and Office." You can best get acquainted with Mr. Fiske if we continue with his conversation.

"I have been in the candy business for 26 years . . . ever since I was 21 years old. I first became connected with the Hollingsworth Candy Company, of Augusta, and after spending 10 years traveling in sales work, I became Vice President of Hollingsworth's.

"On September 1, 1932, a combination was effected between Hollingsworth's, of Augusta, and Nunnally's of Atlanta, by the formation of Fine Products Corporation. My position with Fine Products Corporation has been that of Executive Vice President. Fine Products Corporation now controls Hollingsworth's, Nunnally's, Sweetly Yours Candies, and the Southern Box Factory.

"I was on the Board of Directors of the National Confectioners' Association the year our Convention was held at West Baden Springs.

"Born October, 18, 1889; married June 17, 1909, to Miss Emma Green, of Georgia. We have two children, both of whom are girls—Mary and Harriet.

(*Turn to page* 38)

THE
MANUFACTURING
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VOLUME XVI AUGUST, 1936 NUMBER 8

TROUBLE SHOOTING
In the Confectionery Plant

★ By TALBOT CLENDENING

IF things always went along in the same old way and we could be assured of uniformity in all products manufactured in our plants, then business would become a stagnant and uninteresting affair. Progress is generally measured by development of new ideas, and many times these same ideas come from an attempt to solve difficulties. Assuming all this to be true, it does not lighten the load or make worries less aggravating when something does go wrong.

It is a failing of the average individual to think of the most difficult methods when attempting to solve a simple problem; apparently the fact that an operation has gone on for days and even months without trouble is entirely forgotten. When we think of one reason for failure many others suggest themselves, with the result that we become lost in a fog. Too often we blame others for our shortcomings and the manufacturers of all raw materials used are held at fault, perhaps in our hopes that somewhere along the line something will develop which will furnish the answer.

Keep Daily Record

Before beginning our review of "trouble shooting" it should be pointed out that the main reason we are so helpless when trouble arises is that we have never taken the time or pains to record prodedure which will produce satisfactory results. When things are going along well we take them for granted; when they go wrong we are at a loss to determine the cause. The first suggestion, therefore, is to log every operation in the plant and to keep a daily record available. With correct data as a yardstick, the log of any batch which has given trouble may be compared, and in more than 90 per cent of the cases the trouble will be easily located.

Sugar Blame Often Unjustified, Proper Handling Important

Sugar is the most universally used of all raw materials and is therefore blamed with many confectionery troubles. Such reasoning is unfounded, for if sugar is to blame it will be due to the manner in which it has been *manhandled* rather than to lack of purity or acceptability. Sugar is one of the purest of all raw materials and is rarely subject to enough variation to produce trouble of itself. If it were to be used as such, then our consideration of its properties would become unnecessary and meaningless. But it is generally dissolved in water and then cooked to a predetermined *temperature*—according to whether hard candy, taffy, caramels or fondant are to be produced.

Temperature and time are both important factors and should be standardized, for heat, in the presence of water will cause *inversion*. The amount of inversion will depend not only upon cooking time, but also upon the time a finished batch is allowed to remain under heat. Inversion breaks down sugar into dextrose and levulose, and this causes a change in

structure. Nor is this all. Levulose will begin to decompose at a lower heat than the sugar from which it has been produced; therefore, *color formation* will become more apparent in batches that have not been handled properly.

Trouble Shooting with French Creams

In one case, trouble was being experienced in the production of French Creams, and complaints were being received that they softened in the container and showed excessive amounts of color. A survey was made of the cooking and handling operations to determine where the fault lay. The sugar was being dissolved in water in the usual type of steam-jacketed kettle, and then run into a boiling kettle with a high steam jacket and an auxiliary coil on the inside of the kettle. As soon as the hot syrup batch was dropped into the boiling kettle the steam was turned on and the cook made in the conventional manner. Corn syrup was added after the majority of the water had been removed from the sugar-water solution, and the cook was then continued until it reached 241° F. Here is where the trouble started. There were not sufficient ball beaters in operation to take the syrup as soon as it was finished, with the result that the operator shut off the steam and allowed the hot syrup to stand in the kettle until a beater was available. This caused excess inversion and color formation. It had not occurred to him that he could standardize such operations, for he had recently changed from a continuous flow type of operation, using a horizontal beater. In this operation the hot syrup passed through umbrella coolers and was immediately reduced in temperature to the desired point after it had been cooked.

Standardizing of cooking time and continuity of operation removed the trouble, but not before the sugar manufacturer, the corn syrup manufacturer, and the invert sugar producer had all been "called on the carpet" and accused of ruining the manufacturer's French Creams.

Use of Fruits in Fondant; Chocolate Covered Egg Problem

Even when proper care is exercised and fondant is properly prepared, the use of fruits may cause trouble unless the whole process is thoroughly understood. There have been more claims for damage from this than from any other single source. The first thing that comes to mind when a leaking fruit egg is discovered is "bacteria," since we know so little about bacteria and it takes quite a little time to prove or disprove such a theory.

A typical case is in mind which may be taken as illustrative of the whole series of "trouble shootings" in this type of goods. In the beginning it must be remembered that there are two types of trouble to be encountered, due to two entirely different sources. The most prolific is *mechanical* in nature and due to *improper conditioning of centers* before they are coated with chocolate. The second, and least common, is *bacteria action.*

One manufacturer had cream-fruit eggs coming back at an alarming rate and his business for the season was badly shot. He accused sugar, corn syrup, invert, albumen and the water used, but finding them all in good condition and capable of producing good and acceptable plain fondant and not knowing how to make bacteria tests, he blamed the fruit. He had been using the same source of fruit supply for years, but apparently this meant nothing. Nor did the fact that more than 50 per cent of his goods remained perfect have any bearing on his decision. He immediately got in touch with the distributor and claimed that the fruit had caused him loss of business and that an adjustment should be made. Samples of the fruit, the eggs, and the fondant were requested and checked for possible trouble. The fruit was sterile and other products were found to be in order. The trouble was mechanical in nature.

The eggs were large in size and their diameter was more than is usually to be found in this type of goods. The centers had been made by melting the fondant and then stirring in the cut fruit, after which a weighed amount was taken out and shaped by hand. The hand forming operation was not perfect, as no hand forming operation ever is, but this was not the main trouble. The centers were formed one day and left in a cold factory over-night, during February, and then run through the enrober without any attempt at tempering. The temperature of the fondant-fruit egg centers was 20 to 30 degrees cooler than the coating used for enrobing. Now, the expansion ratio of cream and chocolate are not the same, with the result that as long as the coated fruit eggs were allowed to remain in the cool room they showed no signs of breaking. Within a few days after they were removed and sent to the trade, however, the increase in temperature caused the centers to expand and the jackets cracked. Some of the fondant forced itself out through this crack, since there was not enough room for it to remain inside. This was assumed to be fermentation without any attempt at proof of such a conclusion. When tests for yeast, living or dead, were made they were negative, and when portions of the centers were added to serile sugar solutions of the proper dilution no fermentation was produced.

In such cases the most certain method of producing eggs which will stand up, especially when they are large in size, is to coat them and then place them in trays or on boards and allow them to stand for twenty-four to forty-eight hours. Cracks may develop, but they are mechanical in character and not due to fermentation. This single coated egg is then run through the enrober or hand-coated again, when all cracks will be filled and, since expansion has taken place before the second coating, no further trouble will be experienced.

Bon Bon Trouble

Coconut bon bons are a type of confection which is subject to many and varied ills. It spots, dries out, becomes hard or it sweats, pits, becomes discolored, and sometimes packs down into one solid mass in the container. In many cases spoilage is due to the type of package used, while in others, to the process of



remelting the cream used for coating, or sometimes, to the composition of the cream itself.

A simple example of spotting may be traced to what an operator sometimes calls "burnt cream." The result is drying out and, while the cream is really not burned, it acts as if it had been heated too high. *Loss of moisture and subsequent sugar crystallization form a nucleus for spotting,* and wherever a large sugar crystal appears in a dry cream jacket a spot will surely grow. Many operators believe that chocolate cream spots easier than other types, but this is not necessarily so. The contrast between the dark chocolate color and a white sugar crystal makes it appear that there is really more spotting, but a careful examination of white or lighter colored bon bons may exhibit just as many spots. There are times when cocoa powder has been used and it has acted to dry out the cream, but when proper precautions are used this should not affect the result. A soluble brown color may be used to replace cocoa powder or chocolate, and still the spotting will appear greater than when a pink or yellow color is employed.

One of the most prolific sources of trouble is to be located in *improperly cleaned dipping* pots. Each pot used should be cleaned of all old cream before filling in a fresh batch for dipping. This cleaning should not stop with scraping or wiping out but an actual steaming and washing should be required before a refill of cream. This precaution is also to be observed in a *coater* where the process is continuous. Too often it has been observed that an operator will shut down the coater, leaving cream in the flow pan, and go to lunch. When he returns the coater is started and wherever a piece of dry fondant falls into the coater pot of cream it is circulated through the entire pumping system and causes spots to start. If it is sufficiently broken up to prevent excess spotting, the resulting coated surface of the finished bon bons may be dull and lifeless.

The ratio of syrup to sugar must remain constant, and the change of such ratio causes trouble. The most amazing experience is to watch the rough and ready way in which dipping cream is handled, and then to compare such an operation with that of chocolate coating. Bearing in mind that dipping cream is more temperamental than chocolate coatings, it is remarkable that bon bons ever have any gloss and remain edible for reasonable periods of time. In such cases it must be assumed that someone has known more than appears at first glance or that Nature has been on the side of the manufacturer. Trouble shooting in this direction must first start with the cream and then follow through the entire process of handling.

Temperature and humidity conditions of the storage space where freshly dipped bon bons are maintained until the coating is set are another potential source of trouble. Temperature drops over a cold weekend will cause bon bons which have been left on plaques to begin spotting on the bottom. It can be predicted that spots will have appeared at this point if temperature has dropped 20 to 30 degrees over the period of standing time. This spotting is due to the fact that the bottom is the *wettest* portion and the point where the *greatest concentration of syrup* is to be found. The remainder of the coating has had an opportunity to dry out, but in this wet portion the sugar has formed a *saturated syrup.* Since there is a saturation point for sugar and such point depends upon temperature, we find that at a lower temperature excess sugar will separate as crystals. This normal process of saturation nad supersaturation starts the ball rolling and crystals thus formed cause streaks or spots.

Marshmallow Troubles

Soft marshmallow is another type of goods which often causes grief; it may wrinkle, dry out, or sweat. These three conditions each have a different origin and when properly understood the source of trouble may be easily eliminated. When we consider the structure of soft marshmallow we find that it is an electric solid composed of syrup absorbed in a stiff, jelly-like mass. *Gelatine* is the colloidal material used and its characteristics have much to do with final results. There must be a sufficient quantity present to impart desired body, and its strength must be such that it will give the proper elasticity without undue toughness.

Marshmallow must skin properly and in a temperature and humidity which will allow necessary contraction and expansion without wrinkling. The skin must also be porous enough to allow inside moisture to escape to the surface, which means that it must not form too quickly and cause case hardening. Starch which is too dry and air which is too cold will cause all sorts of trouble. Every case of wrinkled marshmallows may be traced either to the type and quantity of gelatine employed, temperature and moisture content of the moulding starch, temperature and humidity of the setting room or whether atmospheric conditions remain standard throughout the daily period.

Assuming that gelatine is satisfactory and used in proper quantities, wrinkling may then be traced to the casting of warm marshmallow into starch which is too dry and subsequent stacking of filled boards in a setting room which is too cold. The warm marshmallow batch may have been from 20 to 30 degrees higher in temperature than the moulding starch and, if the starch is too dry, moisture is removed so fast that a crust is formed. The piling of such boards in a room whose temperature is too low causes the

(*Turn to page* 40)

TABLE I

Sales, Costs and Expenses for 1935

All Percentages Relate to Net Sales

GENERAL LINE CANDY MANUFACTURERS—SELLING NATIONALLY

(Concerns are listed in order of operating profit, with those showing the largest profit at the left)

	INDIVIDUAL OPERATING STATEMENTS															Average y/ Experience	Consolid. Operating Statement z/	
	Profitable										Unprofitable						Prof.	Unprof.
CONCERNS NUMBERED IN ORDER OF SIZE	7	3	16	5	6	2	12	9	14	8	1	10	4	11	15			
1. Net Sales	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
2. Total Cost of All Materials	53.8	54.2	55.4 x/	59.1	62.8	54.6	64.8	48.7	75.7	53.9	58.7	60.8	66.3	41.0	52.6	57.5	56.1	58.8
a. Cost of Raw Materials	43.3	41.8	44.1	-	-	41.5	58.3	38.6	-	-	47.3	49.2	65.8	-	39.4	46.9	-	-
b. Cost of Packing Materials	10.5	12.4	11.3	-	-	13.1	6.5	10.1	-	-	11.4	11.6	0.5	-	13.2	10.1	-	-
3. Total All Labor	8.8	13.4	12.4	16.0	4.1	13.6	17.2	18.1	7.7	18.3	12.7	13.5	14.2	24.4	19.4	14.3	13.0	13.9
a. Direct Manufacturing Labor	8.3	12.0	11.8	-	-	11.3	15.9	8.1	-	-	-	9.0	13.1	14.3	-	11.5	-	-
b. Packing Labor	0.5	1.4	0.6	-	-	2.3	1.3	10.0	-	-	-	4.5	1.1	10.1	-	3.5	-	-
4. Factory Burden	2.4	8.3	4.1	7.1	4.1	13.8	8.8	13.5	0.7	6.7	6.3	6.3	7.2	13.2	13.0	7.7	9.3	7.1
5. Cost of Goods Manufactured and Sold	65.0	76.9	81.3	82.2	83.5	82.0	91.9	78.1	84.1	79.0	77.7	80.6	87.8	80.6	85.7	81.0	79.8	79.8
6. Total Selling Expense	20.2	16.7	9.6	10.2	3.7	10.8	2.5	13.7	4.4	10.6	15.2	14.7	10.5	13.1	18.0	11.6	11.7	14.5
a. Selling Salaries, Commissions & Traveling Expenses	7.5	5.1	4.0	4.8	3.6	4.0	2.0	5.6	4.2	7.7	6.4	6.5	7.5	6.4	9.2	5.6	4.7	6.7
b. Advertising Expense	6.1	1.7	0.1	0.3	0.1	0.8	-	1.6	0.2	-	0.4	0.2	0.9	0.1	1.2	1.1	1.2	0.5
c. All Other Selling Expense	6.6	9.9	5.5	5.1	-	6.0	0.5	6.6	-	2.9	8.4	8.0	2.1	6.6	7.6	5.8	5.8	7.3
7. Administrative, Executive & Office Salaries	3.8	2.9	5.2	3.8	5.0	3.0	3.4	5.3	2.1	7.0	4.6	1.7	2.8	7.1	5.8	4.2	3.6	4.4
8. Other Administrative Expense	1.5	1.4	1.3	1.7	6.2	2.8	1.1	2.2	8.2	2.2	1.8	2.5	2.3	3.0	1.8	2.7	2.6	2.0
9. Bad Debt Losses	0.2	0.4	0.4	0.6	0.5	0.2	0.1	0.2	0.5	0.4	0.3	0.6	0.9	1.3	0.4	0.5	0.3	0.5
10. Taxes	1.6	0.4	0.1	0.1	0.1	0.4	0.3	-	0.3	0.7	0.7	0.2	0.8	0.3	0.1	0.6	0.4	0.6
11. Total Expense	27.5	21.8	16.6	16.4	15.5	17.2	7.4	21.4	15.5	20.9	22.6	19.7	17.3	24.8	26.1	19.4	18.6	22.0
12. Operating Profit (or Loss)	7.5	2.3	2.1	1.4	1.0	0.8	0.7	0.5	0.4	0.1	0.3(L)	0.3(L)	5.1(L)	5.6(L)	11.8(L)	0.4(L)	1.6	1.8(L)

x/ The underlined item may be considered typical experience for the group. From an odd number of items the middle one, in order of size, was selected. From an even number of cases, one of the two middle items was selected as the more representative.

y/ Any item in this column is a simple arithmetic average of the individual percentages in the columns to the left on the same line. These averages will not check out: For instance, the sum of the expense items will not necessarily equal the average total expense.

z/ The dollar sales of the reporting concerns were totaled, likewise their material costs, other costs, expense items, etc. These dollar totals were then converted to percentages of the aggregate sales.

Statistical Analysis of OPERATING FIGURES FOR 1935

★ By DUN & BRADSTREET, INC.
Research & Statistical Division
Prepared for the National Confectioners' Assn.

DIRECT comparison with the operating results of similar concerns is afforded the individual manufacturer by the Statistical Analysis of Operating figures for the year 1935, compiled and issued recently by the Research and Statistical Division of Dun & Bradstreet, Inc.

A profit of 1 per cent of net sales for General Line manufacturers who have national distribution was selected as representative, in the charts and tables on cost and expense percentages of net sales, according to the 19 page analysis.

General Line firms with regional distribution, however, showed a profit of 3 per cent. The Bar Goods manufacturers reported a profit of 3 per cent, Hard Candy firms the small profit of 0.3 per cent, and producers of Package Candy, 3 per cent.

This statistical analysis includes cost figures reported by 62 concerns, with an aggregate net sales in 1935 of more than 40 million dollars. The survey, sponsored by the National Confectioners' Association, was based on questionnaires sent to members last April by Dun & Bradstreet.

The object of the analysis, the brochure states, "is to provide interested members of the industry with a yardstick and to furnish answers to such questions as the following:

"2. In relation to sales, how important were the various cost factors in making and selling candy in 1935; such as materials, labor, overhead, selling expense, and general expense?
2. What are the outstanding differences between the costs of general line and specialty line manufacturers?
3. Is profitable operation identified with any particular proportion of prime cost or overhead expense?
4. What is a safe overhead ratio to be added to prime manufacturing cost in estimating total cost?
5. How do costs differ in the several regions of the country?
6. How does direct distribution to retailers affect selling costs?"

Besides the operating cost figures, data is given regarding the channels through which candy is currently distributed. In addition, a record was obtained of cash discounts received and allowed, which are summarized at the end of the report.

The analysis is divided into sections, with explanatory information pertaining to the facts revealed in the charts and tables. The following sections are included: (1) Statement of Questions; (2) Operating Statements, Sales, Costs, Expenses, Profits; (3) Overhead in Relation to Prime Manufacturing Cost; (4) Distribution Channels and Costs: (5) Geographical Differences in Cost; (6) Cash Discounts—Returns and Allowances.

Under section 2 a chart, reprinted with this article, and five tables present the operating statements, sales, costs, expenses, and profits of the various manufacturers by groups. (*See Chart I and Table I*). The tables contain the operating ratios of every individual concern, and the average figures for each group.

Table I covers the General Line concerns with national distribution; those distributing regionally are separated in another table. Bar Goods, Hard Candy, and Package Goods specialty houses are also segregated in a table for each group.

Within the Tables the profitable and unprofitable firms have been separated and individual averages computed. The ranking members at the top of the Table show the relative size of the individual sales volume. The sizes of these General Line concerns are summarized in terms of their sales volumes as indicated below:

4 sold	more than	$1,000,000
11 sold	between $500,000 and	1,000,000
12 sold	between $250,000 and	500,000
7 sold	less than	250,000

"With the assistance of these size ranking numbers," the Analysis states, "any manufacturer can select the figures of a concern similar to his own to be studied in connection with the appropriate average ratios.

"Each table gives three kinds of representative figures: typical, average and consolidated. The typical figures, underlined as they occur in the individual statements, are the most reliable management guides. The average percentages at the right are easily understood and generally reliable; however, they are arithmetic averages of individual ratios, and for this reason do not necessarily equal their own totals.

"The consolidated operating statement at the extreme right has the advantage of checking out (percentages total exactly 100%), and it represents the experience of the industry as a whole. It has the disadvantage, however, of being dominated by the experience of the largest concerns in the group, whose operations may be unusual in some important respects. Certainly within the range of these three averages is an area of normal operating experience.

"The full value of this report will be obtained by the members of the industry, if the figures are studied with an understanding of their true significance. An average operating ratio, such as 'Cost of Materials' as a percentage of net sales, is a starting point for the study of individual figures; and not a mold into which

(*Turn to page 60*)

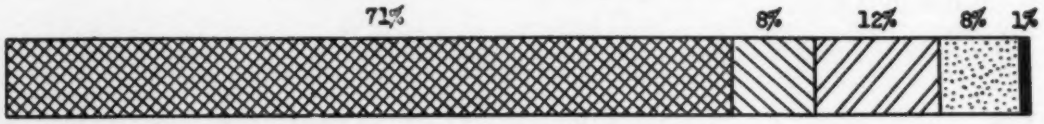
See Chart on Next Page—26

Candy Manufacturers' Costs, Expenses

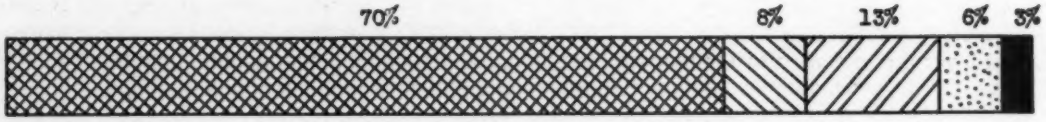
Selected Representative Percentages of Net Sales

(Dun & Bradstreet Analysis, Continued from Preceding Page)

General Line - National Distribution



General Line - Regional Distribution



Bar Goods



Hard Candy



Note: Small profit of 0.3%

Package Candy



LEGEND

Factory Burden

Selling Expense

Prime Costs - Materials

Direct Labor

Other Expense

Profit

A PRACTICAL DISCUSSION UPON

SAVING BY INVENTORY CONTROL

★ **By H. E. ERB**
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Address at National Confectioners Association Convention

A CLEAR-CUT enumeration of the advantages to be obtained by the use of a system of records for the intelligent control of inventories, which will tend to produce economies and savings. . . .

INVENTORY control, broadly speaking, is a complete system of records to provide a perpetual control of physical stocks, and accurately account for material changes from raw materials to finished goods.

This paper is concerned mainly with the savings and economies to be made by the control of raw materials only, through some form of perpetual inventory and does not cover the work in process and finished stock and supplies inventories.

In a recent industrial survey it was reported that the primary purpose of inventory control is to facilitate operations by providing the type and quantities of materials required, at the time required, with a minimum investment.

The proper accounting for materials purchased, stored, and used will not insure a profit, but it will, undoubtedly, eliminate losses, produce economies through planned purchases, and reduce the investment in inventories. This may be accomplished in the smaller concerns by the use of a very simple system of localizing all materials under a storekeeper and requiring a signed requisition for the issue of all materials. More complete systems of records may be required by a larger concern. However, all concerns will find it of value to have this inventory control in some form.

Determining Most Economical Quantities to Purchase

The first step in the proper control of materials is the determination of the *most economical quantities to purchase*. The ideal situation would be to have materials move into the plant as required for processing, thus eliminating the necessity of storage facilities. Actually such a situation never exists. Delays in deliveries by the supplier, and transportation delays, make it necessary to carry stocks of materials. Also breakdowns, discounts on quantity purchases, and carload transportation charges, all tend to affect the amount of materials being carried in stock at certain times.

It is common practice for concerns to enter into a *contract with a supplier* to cover the needs of the purchaser for a *given period* of time in the future, subsequently placing orders for specific quantities to be delivered as required, thus permitting a *reduction of inventories* and *increased rates of turnover*. All these must be considered in the determination of the proper quantities of materials required and, in addition, the proper quantity is still further affected by the *production schedule* and by *sales demands*. Production may be one of large scale operations or of small scale —it may be of continuous production of standard items or of special order production.

One of the main factors to consider in definitely fixing the quantity of materials ordered is, of course, *price*, which may make it necessary to cover requirements over a *long period* contract or which may make it necessary to purchase *day by day* requirements. Also the *cost of ordering, interest charges, storage charges*, and *requirements for a given period*, as evidenced by a production schedule, must be taken into consideration.

When materials have been ordered and received, the *classification of these materials* is a pre-requisite to any adequate stock record, for here again savings and economies may be made, as well as losses either eliminated or reduced to a minimum. With classified stores, a simple system of records can be established which will indicate at all times what materials are on hand, what is on order and expected, and what is most important where it is.

Story of 100,000 Tins

May I depart for a moment and relate the experience of a large plant in the East? When it bought control of another concern, this plant acquired the complete assets of machinery and equipment and inventories of the second plant, all of which were moved to the home factory building of the first plant. Some time later, the purchasing agent of the first plant received a call from a manufacturer of tin cantainers, asking him if he could do something about the large stock of tins being held in their warehouse for the concern which was then no longer operating.

At the time that plant was purchased a complete audit of all stock inventories, machinery and equipment, etc., had been made, but there was no record of these tins in the auditor's reports and the purchas-

ing agent had no knowledge of this stock until the tin manufacturer brought it to his attention. Fortunately, the tins were all paid for.

The particular item for which they were ordered to be used was no longer being made, and the tins represented dead stock which the tin manufacturer was carrying in the warehouse. I am not bringing this to your attention as an illustration of a bad purchase, though it is certainly subject to question, but it is a case where there were no inventory records to show this stock on hand or where located.

The purchasing agent relieved the tin manufacturer of these tins, notified the Production and Sales Departments, and together they worked out a scheme to use and dispose of the tins. The stock actually amounted to over 100,000 tins. Believe it or not, this is a true story.

Systems of Inventory Control Vary

The kind or system of inventory control is influenced by such factors as *size of plant, variety of products manufactured, number of stock items, production set-up, and frequency with which materials are requisitioned.* Records and forms used will vary with each plant, but may be classified generally as:

(a) Records for the receipt of inventory materials.
(b) Records showing the stock of materials at any time, such as a stock or commodity record.
(c) Records covering the issue or requisitioning of materials.

Forms Used

(1) A purchasing requisition from the stockroom or Operating Department to the purchasing agent.
(2) The Receiving Department or stockroom receipt of material notice to the Purchasing Department.
(3) The inspection approval or rejection notice to the Purchasing Department.
(4) A stock or commodity ledger, which may be kept in the stockroom or in the Purchasing Department.
(5) A bin tag to be attached to the bin or shelf on all stores in the stockroom.
(6) Commodity price records for the Purchasing Department.
(7) Storeroom requisitions from the Operating Department to the stockroom.
(8) A record of material returned to stores from the Operating Department to the stockroom.

As mentioned before, these records will vary with the size and type of plant, but they may at all times be made simple of operation and easy to understand. They give a picture of your purchases, past and present, showing price trends, deliveries, and other information of use in future purchases. The records will show the condition of inventories at all times, keeping before you the slow moving items of those materials no longer used—materials which should be moved out—that is, either used or sold as salvage, in order to reduce the "dead wood" being carried in the inventory accounts.

Beneficial Results Shown in Many Savings

Little additional expense will be required to establish an inventory control of benefit in your plant operation. Most plants now have a storekeeper or someone responsible in the stockroom who receives materials and issues materials as needed, and it will require only the printing of a few forms to build a *system* which will become of value to you, for the savings to be made, as they will show up in the operation of any inventory control, will soon be noted.

It will reduce the investment required in carrying excess inventories and promote a more rapid turnover. Less insurance and reduced storage and handling facilities will be required. Reduced cost of taxes will result. In addition, the risk of loss from market depreciation or physical deterioration is lessened. Materials are available when needed, eliminating delay in production schedules, thus reducing the expense of idle men and equipment waiting for materials. This will affect, and to some extent control, finished stocks, permitting of better service to customers.

It permits purchasing economies, because requirements can be more accurately gauged on the basis of recorded experience.

It minimizes the risk of duplication in ordering or replenishing stocks, by providing a record against which all purchase requests can be checked.

It permits a better utilization of available stocks, by facilitating the substitution or transfer of items between various departments or units of an organization.

It assists the planning department in developing a production program and scheduling operations.

It provides a check against the loss of stock through carelessness or dishonesty.

It permits an analysis of consumption figures, price trends, etc., and comparisons of performance as between commodities, departments or operations, and periods.

It facilitates cost accounting activities, by providing a ready means for pricing and computing material costs.

It serves as a means for the location and disposition of inactive and obsolete stocks, so that "dead wood" is less likely to accumulate.

All of these advantages, which will follow through a proper inventory control, are not theories, but are the actual results to be obtained by the use of a system of records for the intelligent control of inventories and will tend to produce the economies and savings which are so necessary, particularly during this period of acute competition.

New Pure Food Bill Being Drafted

SENATOR Copeland of New York and Representative Chapman of Kentucky will introduce an entirely new food and drug bill at the next session of Congress. Senator Copeland announced that legislative counsel for the Senate and House are now drafting such a bill "entirely independent of the Department of Agriculture."

TIME STUDY EXPERT TELLS HOW

TIME AND MOTION STUDIES Reduce Operating Costs

★ **By F. A. BUESE**
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Address Read at N.C.A. Convention

Why Use Motion and Time Study?

THE competitive system induces effort on the part of competitors to increase productivity of personnel and equipment. These efforts have resulted in the highest standard of living in history. Applying such generalizations to the work of the factory manager, we find him "sweating" with the perpetual problem of reducing labor costs and factory overhead costs. If a worker increases his output with an increase in pay, the reduction in labor cost is obvious. If a machine crew produces more pounds per hour without increasing the size of the crew, but with more pay for the members, a saving has also been achieved.

It should be equally apparent that in the case of the packer we are getting more output for the floor space she occupies and the equipment she uses. Consequently, we are getting a lower overhead cost per box of candy. If a machine produces more per hour, we also have a lower overhead because many items in the overhead do not increase in proportion to the production gain. For example, taxes, insurance, supervision and building expense.

Motion and time study offer a means for analyzing and reducing labor and overhead costs.

In the foregoing examples, it is indicated that the worker got a higher earning with increased productivity. This is essential from a strictly business standpoint. It is incidentally a very practical means of dividing the proceeds of industry. When increased output requires increased effort, the worker is not going to be very happy about it unless he gets a share of the saving. Keeping the worker satisfied promises to be more important in the next few years than during the depths of the depression.

Definitions of Motion Study and Time Study

Time study consists primarily of making observations of the length of time consumed for the performance of various parts of some job. The equipment ordinarily consists of a stop-watch and a paper form suitable for recording the observations. The purpose is to find out how long the operation takes the particular operator whom we are studying. Due to the fact that different *times* for successive units of product on the *same* operator will be obtained, and also different times for the *same* job if *different* operators are observed, it is necessary to select certain times out of all those we record.

There are several ways of doing this. One is to use an average of all the times. Another is to use the time which occurs most frequently. There are numerous other rules which are followed, such as adding the average time and the minimum time and using an average of these two. Such procedure usually gets us into more involved calculation than is warranted by the accuracy of our observations. After the time has been selected, it is necessary to add a percentage to take care of rest and delay. *If* the time which we selected for the job, for example, were two minutes, we would add to it a percentage of anywhere from 5 per cent to 35 per cent. In the choosing of the percentage allowance, there is a great deal of judgment required on the part of the time study observer, and the development of such judgment is largely a matter of training. In general, a low skilled or what you would term a slow operator, receives a low percentage. The highly skilled, or what you would call a fast operator, is given a higher percentage.

Motion study was conceived at about the same period as time study, but was relatively little used for many years. It consists of observing, recording, and classifying the motions to find how a job is done. The word "motion" needs some clarification. As an illustration, if I move my hand 24 inches that is one motion. It is customary to speak of moving the hand 24 inches, picking up a pencil (for example) and carrying it to the paper as "one motion." In motion study we break this operation down into at least four motions: 1st, moving the hand to the pencil; 2nd, grasping the pencil; 3rd, carrying the pencil to the paper; 4th, bringing the point of the pencil in contact with the paper where the writing is to begin.

We have a name for each one of these motions which enables us to classify them. Only 17 *fundamental* motions are needed to analyze the most complex factory operation. About 12 are used on the ordinary job. I will name and illustrate a few of these fundamental motions.

Reaching for the pencil is called "Transport empty."

Getting the pencil under control is called "Grasp."

Carrying the pencil toward the paper is called "Transport Loaded."

Bringing the pencil into contact with the paper where the writing is to begin is called "Position."

While I carry the pencil to the paper, I turn the pencil at the proper angle for writing. This is called "*Pre*position."

My eyes must guide the movement of my hand to the pencil and to the paper. This is called "Inspect" or "Direct."

While the right hand is getting the pencil, the left hand is keeping the paper in place. This we call "Hold."

If the right hand lets go of the pencil, we call it "Release Load."

After the motions which make up an operation have been classified, the next step is to find the time for the job. One method is to use a moving picture camera. A large clock with a hand making one revolution in 3 seconds is placed near the worker doing the job. The times for the individual motions may be read from the clock in the developed film. Second method—a more modern camera is driven at a uniform speed, and the time is determined from the number of frames of film for each motion. No clock is needed. A third method is to use a table of times, for *each* of the motions. These times have been previously determined by laboratory methods. They are based on a large number of observations and are sufficiently accurate for all jobs. Surprisingly, the same times are successfully applied to both men and women.

Returning to our illustration of getting the pencil, we can add together the time for moving the hand 24 inches, the time for the grasp used to get the pencil, the time to move the pencil 24 inches, the time to position the pencil to the paper, and thus obtain the time for the operation.

After the total time for the operation is determined, whether by camera or from a motion time table, a percentage to cover rest and delay is added to the times. This varies depending upon the proportion of machine controlled time and working conditions. The standard time for the job is thus obtained.

While we have tried to make clear the distinction between motion study and time study, in actual practice the use of the two tools is overlapped. A capable time study man will make use of some sort of motion study, to arrange properly the operation he is studying. A person engaged in motion study may use time study for minor parts of the job, such as getting material or cleaning at the end of the shift. He will also use a stop-watch to determine machine or process time.

Use of Times After They Are Determined

After the standard time required for a job has been determined, by either motion study or time study, the next step is to calculate the standard production per hour. If the standard time is one minute per box, then the standard production is 60 boxes per hour. The discussion of various wage incentives would make a separate paper, and we will not go into them in this discussion. Regardless of which type of incentive is used, the time per unit of product and the standard production per hour are necessary factors in calculating the piece rate, bonus standard, or other incentives. The *standard cost* for labor is also based on these fundamental figures.

The standard production is also used in calculating *overhead* costs per pound of candy where a machine hour method of overhead distribution is used.

Shall We Use Time Study or Motion Study?

We are talking about two methods of making a scientific approach to analyzing factory operations. There is little doubt that they are an improvement over the use of past records. The practice of superficial guessing at proper production figures and costs is, of course, defenseless.

A time study can be made in a brief period. It is essential for securing machine speeds or timing a chemical process. It is suitable for timing an experienced operator on a job where we are sure no improvement in method can be made. On a short time such as .02 of a minute the observer may make errors as great as 20 per cent. This is introduced because of his personal limitation of eye and muscle.

The chief difficulty with time study is that the *method* used by the operator is studied only *superficially*. Consequently, we have the continual possibility that the job may be performed in much less time than our standard. This would result in costs that are too high, and in unequal earnings compared to other operations. Even if this does not happen, we do not know that the job is being done by the best method.

Now you may ask, "Why study the method of the worker only *superficially?* Why not study it in *detail?*" This is exactly what we do in *motion* study.

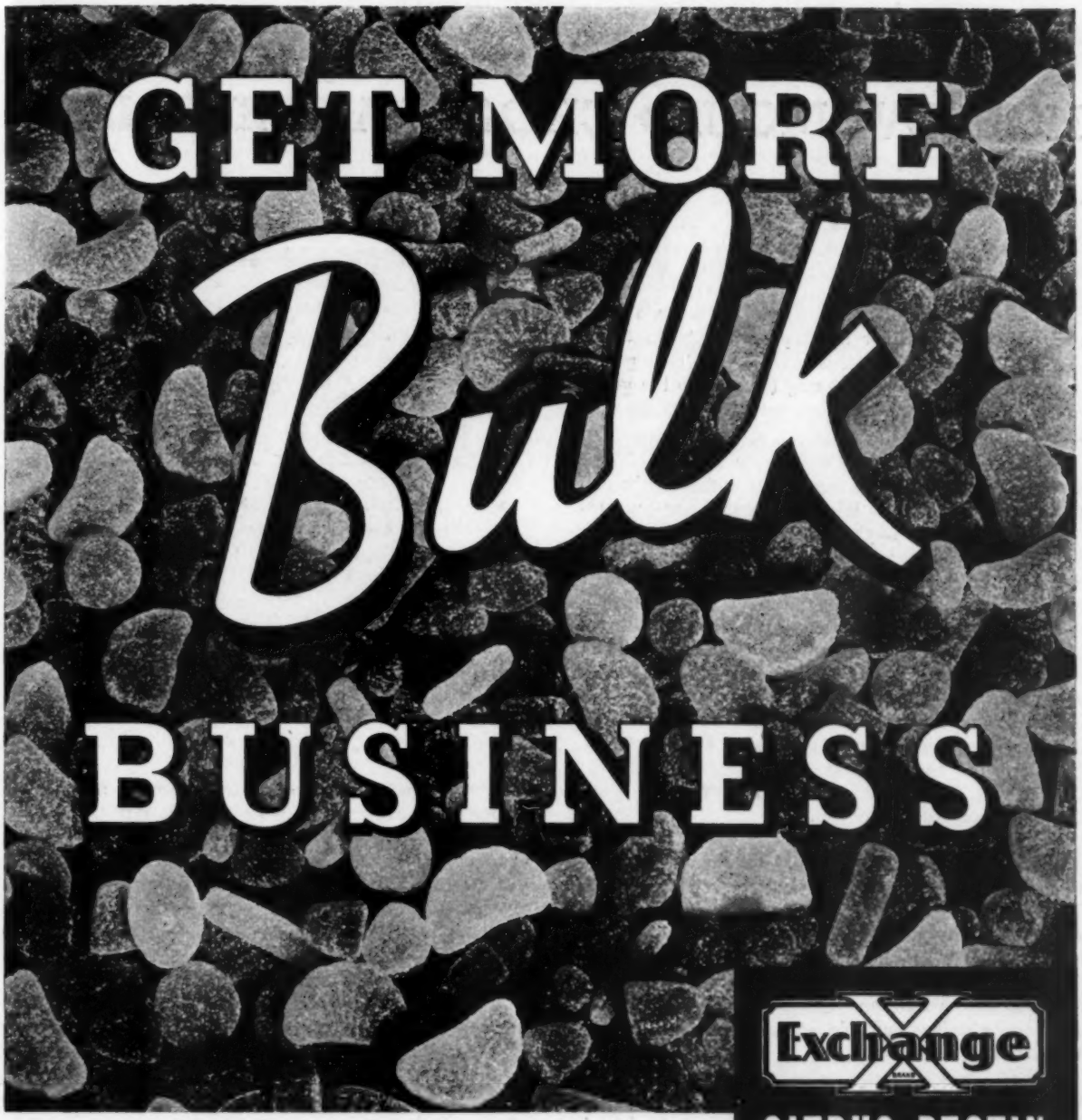
Motion study may require more time than time study when the work is first introduced. It is, however, more accurate when correctly done. It puts in the hands of the management a tool for detailed study of factory work. The use of identical groups of motion in a large number of studies shortens the detail work tremendously. For example, the motions of getting and placing a box to pack, are the same for all boxes of a certain class, and the time for this part of the job will be the same. Therefore, we may use the same time in establishing the standard production for packing all boxes in this class. We do not need to make a new motion study of getting and placing the box every time we have a new assortment. Similarly, the time to cup-pack a round cream piece in the lower layer of a box is the same, regardless of the size or net weight of box. Therefore, we have a standard time and standard *method* for cup packing *one piece* of such candy.

Motion study is more useful in *training* workers, in improving *methods* and in *pre*-estimating costs. I will discuss the use of time study and motion study in each of these important manufacturing functions.

A Means of Reducing Labor Costs

Motion study enables us to *classify* the detailed motions in a job, and gives us a hint of the *direction* which *improvement* may take. The classic example is the use of a mechanic's vise to eliminate "Hold." A man can hold a piece of metal in one hand, and shape it

(*Turn to page* 64)



The way to do it is to give better quality at the same price...with Exchange Citrus Pectin Pieces!

MORE quality at the same price! That's the world's best sales argument in getting more bulk business. And that is what you can offer when you use the perfected jellifying ingredient: Exchange Citrus Pectin for Confectioners.

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California Fruit Growers Exchange, Products Dept.

A New "Klondike" in America—

HOLLOW MOULD CHOCOLATE BUSINESS

★ By SAMUEL OPLER

A LITTLE girl walking along a crude street near the Orange River in Hopetown, British South Africa, in 1867 little realized when she got a pebble in her shoe that she was paving the way to the greatest and richest mining development the world has ever known.

She removed the pebble and threw it aside. There in the roadside it caught the gleam of the Bright African sun, and reflected it in the eyes of Erasmus Jacobs, son of a poor local farmer. Erasmus thought it an unusual pebble, and took it home to his mother. She in turn gave it to the local postman, because it pleased him so much. The postman mailed it to a friend in the government service, who proclaimed it a pure diamond. It was promptly sold for $2,500. Then it was resold to a dealer, still in its rough state, for $55,000. The dealer had it polished and cut, and found it to be a perfect blue diamond of 21.8 karats. It was officially christened the "Star of South Africa" and purchased for $120,000.

That was the humble start of the great De Beer Diamond mines of today.

The Alaska gold rush in 1896 to Klondike started when a poor prospector, like many other disheartened miners, was beginning to feel that the rumor of gold that was started in 1874 was hopeless. One day he was trying to catch some minnows in a shallow stream for his dinner, and he recognized the gold that the clear Alaskan water washed into his pan. Countless fortunes were made, and are still being made from the seemingly inexhaustible source which this miner discovered.

In 1901 some Texan ranchers near Beaumont had no feeling other than disappointment when, in drilling for an artesian well, they found that the liquid they struck was brown and muggy and could not be consumed. But this feeling soon turned to elation when they realized that they had struck oil, and that the liquid was of so much greater value than the water they were after. This simple incident started the greatest boom of our modern age.

Possibilities in Hollow Moulded Chocolate Business

What hidden fortune will next manifest itself? What great development is at our finger-tips waiting for Lady Luck to smile? It seems to the writer that an unexplored gold mine in the confectionery business is represented by the hollow mould chocolate business!

Rather than sit back and wait for some whim of fate to bring wealth to us, let us carefully consider the present Klondike in America for chocolate manufacturers—the hollow mould business. Strange as it may seem, the average manufacturer knows very little about this type of business, and is thereby passing up one of the greatest opportunities for expansion available today. Having seen the ready response to hollow moulded chocolate goods, I feel I can speak with assurance of what the possibilities still are.



SAMUEL OPLER

I have always contended that the hollow mould business can be as big as your imagination. Because of the fact that there are not many manufacturers of hollow moulded goods, the competition is limited. And because of the fact that it requires highly specialized sales control, the prospects of many concerns entering this lucrative field are not great.

For that reason, the few concerns that might consider entering the hollow moulded chocolate business are almost sure of finding a receptive outlet for the products of their manufacture without too much trouble or competition.

There are various basic facts to consider:

1. Special Type Selling Required

Because a large part of the hollow mould business is concentrated into seasonal offerings, generally one large sale is made for the entire season's requirements.

2. Small Manufacturers at a Disadvantage

Of necessity, a large variety of sizes, shapes and figures are required to interest any buyer of volume, thus the small manufacturer is at a disadvantage. A reliable source of supply is important, as failure to ship on dates specified is costly with seasonal mer-

chandise. If a large variety of attractive items in the proper price ranges are offered, many large buyers are satisfied to purchase all their needs from one source of supply.

3. *Variety of Items*

It is necessary to make a line fit all types of trade. The chain store requires a different type of merchandise than the jobber. The department store and independent variety store again require specialized items to fit their needs.

For these reasons it is necessary to build and plan a line as carefully as an architect designs a building. If the plans and groundwork are basically sound, the structure will remain secure.

The proper variety and price range of items for each season must be carefully planned so as to keep equipment constantly going. And when the line is completed it must be followed up with intelligent and vigorous promotional work.

4. *Packaging Appeal and Safety*

There are two dominant factors here. First is safety of the items in transit, and second is appealing counter display. My last experience along these lines was to have a convention of traffic agents representing all important carriers agree that they would honor all claims for breakage on items under my control, to the extent of one hundred per cent. That shows how successfully the packaging of fragile merchandise can be handled.

5. *Sales Control*

This is of tremendous importance. Like everything else, it can be learned, but lessons are costly, so the wisest procedure is to engage someone already proven capable by experience and results. The man in charge must be familiar with all phases of the work—from chocolate to machinery, development, guidance of men, and promotional work.

Because most of the buying is done many months in advance of a season, it is always possible to plan the manufacturing schedule and purchases of material accurately. Vision and anticipation of the man in charge are essential factors.

All the aforementioned is a brief summary of a most interesting phase of the chocolate business, and one that has not begun to be properly exploited. Few chocolate manufacturers realize that besides being able to make a fair profit on hollow moulded merchandise, they are supplying themselves with a tremendous and unlooked for outlet for their own coating. So much so that in addition to the fact that the commission on the amount of coating used per annum would pay for the equipment in short order, the overhead on the balance of the line is considerably reduced.

A chocolate manufacturer who makes hollow moulded merchandise is his own best customer.

Schutter-Johnson Candy Corporation, Chicago, are tabulating the results of the test campaign they sponsored asking the consumer to choose between the one-piece and three-piece Old Nick candy bar. The contest offered cash prizes for the consumer's choice mailed with a 40-word or less "reason why" statement to the factory.



Get Acquainted

★ **Almost without exception every outstanding success in bars or packages has been based on the quality and goodness of the chocolate coatings used. Remarkable smoothness, lustrous finish, rich color and delicious flavor are a few of the reasons for the widespread and increasing use of Hooton's Chocolate Coatings.**

You are urged to investigate the advantages of using these coatings. Your request for working samples will receive immediate attention.

HOOTON
CHOCOLATE CO.
NEWARK, NEW JERSEY



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

Summer Candies and Packages

Code 8A 36

Jar of Assorted Hard Candy Sticks —4 oz.—20c

(Purchased in a drug store, New York City)

Appearance of Jar: Fair. See Remarks.

Jar: Straight jar, black screw cap, green and silver seal.

Colors: Good.

Stripes: Good.

Gloss: Good.

Flavors: Good.

Remarks: About 50 per cent of the sticks were broken, causing considerable dust and pieces which spoiled the appearance of the jar. Sticks were well made.

Code 8B 36

Packet of Assorted Candies— 1¾ oz.—5c

(Purchased at a cigar store, New York City)

Appearance of Package: Good. Package contained 4 jellies, 2 chocolates.

Jellies—

Colors: Good.

Texture: Good.

Crystal: Good.

Flavors: Not good tasting.

Chocolate Covered Caramel—

Texture: Grained.

Flavor: Rancid.

Chocolate Covered Pink Cream—

Flavor: Could not tell what flavor it was.

Remarks: Jellies are not up to standard, nor are the chocolates. Flavors were bad.

Code 8C 36

Peppermint Puffs—2½ oz.—10c

(Purchased in a drug store, New York City)

Appearance of Package: Good. Printed cellulose bag. Piece is a light pulled hard candy, pink color, red stripe.

Colors: Good.

Stripes: Good.

Texture: Very good.

Flavor: Good.

Remarks: This is a good eating piece and well made. This is the best piece of its kind on the market. A very good summer candy.

Code 8D 36

Assorted Summer Candies— 1 lb.—40c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Fair. See Remarks.

Box: Red, one layer, no printing on top; gold seal on bottom of box.

Appearance of Box on Opening: Bad. See Remarks.

Contents—

Foiled wrapped Milk Chocolate Buds: Rancid.

Vanilla Caramel, cellulose wrapped: Fair.

Licorice Caramel, cellulose wrapped: Fair.

Iced Raspberry Jelly: Imitation flavor.

Crystallized Maple Walnut Bon Bon: Good.

Hard Candy Slices: Fair. Flavors not up to standard.

Vanilla Nougat, wax wrapper: Fair.

Taffy Sticks: Good.

Coconut Fudge: Fair.

Pecan Nougat: Fair.

Pecan Marshmallow: Poor.

Panned Chocolate Caramel: Good.

Panned Malted Milk Ball: Good.

Orange Slice: Good.

Sea Foam Kisses: Good.

Rum Toffee: Good.

Coconut Roll: Rancid taste.

Gum Squares: Good.

Remarks: This is one of the poorest boxes that the Clinic has examined this year. Box is poorly packed and candy is of the cheapest kind. Considerable trouble can be expected when the name and address of the manufacturer does not appear on the box. A divider is needed, as candy was upside down and out of the cups. Candy in many cases contained bad flavors, some of the pieces were rancid, a number of the pieces were unfit to eat. A box of candy of this kind will not build up any good will and, no doubt, the consumer will not return to buy candy again.

Code 8E 36

Frosted Fruit Sticks—1 lb.—19c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good, for this priced candy.

Box: One layer, white printed in blue, cellulose window in cover.

Colors: Good.

Texture: Good.

Flavors: Good.

Spinning: Good.

Remarks: This is a good looking box with good eating sugared hard candy

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M



M

COCONUT FLAVOR

imitation MM&R is invariably Grade "A." It gives that superior rich taste to all types of confections.

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A uniform flavor, at a lower cost, for all confections where LIME FLAVOR is used.

Coconuts do not just drop off trees into the Grade "A" class —only the choicest of them have a perfect flavor — but COCONUT FLAVOR does "just drop" out of a bottle and when it is topped with the MM&R seal, every drop will be Grade "A" quality, insuring you flavoring success in your candy production.

WRITE FOR A COMPLETE CATALOG OF FLAVORS AND PRICES.

MAGNUS, MABEE & REYNARD, INC.

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Samples cheerfully furnished

The Proper Warm Weather Coatings for Fine Candies

MERCKENS Chocolate Coatings made by Fondant Process, due to its emulsifying action, fight off the effects of heat longer than coatings made the ordinary way. No hardener or other adulterant is used. Give them a trial and be convinced.

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MERCKENS COATINGS

Agencies:
Chicago: Handler & Merckens, Inc., 180 W. Washington St.
Denver: Western Bakers Supply Company
Salt Lake City: W. H. Bintz Co.

sticks. A good eating summer piece, well put up.

Code 8F 36

Salt Water Taffy—1 lb.—25c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.
Box: Full telescope, printed in green cellulose wrapper. Wax wrappers of different colors used.
Molasses—
Color: Good.
Texture: Too short; not enough chew.
Flavor: Hardly any molasses could be tasted.
Peppermint—
Color: White.
Texture: Same as molasses.
Flavor: Fair.
Spearmint—
Color: White.
Texture: Same as molasses.
Flavor: Good.
Vanilla—
Color: White.
Texture: Same as molasses.
Flavor: Not enough used.
Remarks: Kisses are too short, not enough chew. Flavors in most pieces need checking up. The formula also needs checking up, as these kisses are not good salt water taffy.

Code 8G 36

Jelly Drops—1 lb.—19c

(Purchased in a drug store, New York City)

Appearance of Package: Good.
Box: Open face white box, cellulose wrapper, printed in blue.
Box contained small sugared jelly drops.
Colors: Good.
Texture: Too short.
Flavors: Fair.
Remarks: Box is cheaply priced but candy is not up to standard. Jellies are short and pasty, flavors are not good. Manufacturing of these jellies needs checking up.

Code 8H 36

Green Mints—4 oz.—10c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good. Printed cellulose bag.
Color: Green; partly faded.
Texture: A trifle too hard.
Flavor: None could be tasted.
Remarks: It is most important in candy of this type to use a good flavor and plenty of it. This piece is not good eating; needs checking up.

Code 8I 36

Jelly Slices—1 lb.—19c
Sold in bulk

(Purchased at a department store, Chicago, Ill.)

Appearance of Slices: Good, for this priced candy.

CANDY CLINIC SCHEDULE FOR 1936

The monthly schedule of the CANDY CLINIC for 1936 (exclusive feature of The MANUFACTURING CONFECTIONER) is as follows:

JANUARY—Holiday Packages: Hard Candies

FEBRUARY—Home Mades: 10c-15c-25c Packages Different Kinds of Candies

MARCH—Assorted One-pound Boxes of Chocolates up to $1.00

APRIL—$1.25-$1.50-$2.00 Chocolates: Chocolate Bars

MAY—Easter Candies and Packages: Moulded Goods

JUNE—Marshmallows: Fudge: Caramels

JULY—Gums: Jellies: Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—All Bar Goods: 5c Numbers: 1c Pieces

OCTOBER—Salted Nuts and Chewy Candies

NOVEMBER—Cordial Cherries: Panned Goods

DECEMBER—Best Packages and Items of Each Type Considered During Year: Special Packages: New Packages

Colors: Good.
Texture: Good.
Flavors: Good.
Shape of Slices: A few were good, balance were all kinds of shapes.
Remarks: Candy is well made and flavors are good for this priced candy. Shape and cutting were carelessly done. Suggest more care be taken in shaping and cutting and the price raised to retail for 25c as this is a popular summer piece.

Code 8J 36

Assorted Crystallized Creams—6½ oz.—15c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good. Open face tray, cellulose wrapper.
Number of pieces: 22.
Contents—
Peppermint Wafers—
Colors: Good.
Texture: Good.
Flavor: Good.
Lemon Wafers—
Colors: Good.
Texture: Good.
Flavor: Good.
Small Peppermint Wafers—
Colors: Good.
Texture: Good.
Flavor: Good.
Small Wintergreen Creams—
Color: Good.
Texture: Good.
Flavor: Good.
Lime Cream Wafers—
Color: Good.
Texture: Good.
Flavor: Good.
Wintergreen Wafers—
Color: Good.
Texture: Good.
Flavor: Good.
Small Lemon Creams—
Color: Good.
Texture: Good.
Flavor: Good.
Small Lime Creams—
Color: Good.
Texture: Good.
Flavor: Good.
Chocolate Cream Wafers—
Color: Good.
Texture: Good.
Flavor: Good.
Crystal: Very good.
Remarks: This is a good Summer package of Crystallized creams, well made, neatly packed and flavors were good. One of the best crystallized cream packages that the Clinic has examined for some time.

Code 8K 36

Hard Candy Sticks—6½ oz.—15c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good. Open face tray, cellulose wrapper.
Number of Pieces: Ten; each piece wrapped in wax paper.
White pulled hard candy with red stripes.
Colors: Good.
Texture: Good.

NEW LOW PRICE

For 16" Cooling Tunnel (Cold Box) Belts

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DECIDES
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CANDY MAKERS SUPPLIES

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FREE copy of
"The Candy Maker's Guide."



SENNEFF-HERR COMPANY
Sterling, Illinois

Flavor: None could be tasted.

Remarks: Regardless of how good candy is made or looks, it will not be liked by the consumer unless it has a good flavor. This piece is tasteless and I doubt if anyone would eat the second piece. Flavors are most important in any kind of candy.

Code 8L 36

Assorted Fruit Jellies—1 lb.—25c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good. Open face tray, cellulose wrapper.

Number of pieces: 30.

Contents—

Lemon Jelly—
Color: Good.
Texture: More of gum drop than a jelly.
Flavor: Good.

Orange Jelly—
Color: Good.
Texture: Same as the lemon piece.
Flavor: Very weak.

Lime—
Color: Good.
Texture: Same as the lemon piece.
Flavor: Very weak.

Rose—
Color: Good
Texture: Same as the lemon piece.
Flavor: Had an off taste.

Remarks: All pieces were sugared. The name of fruit jellies is misleading, as the pieces are more like a cheap soft gum drop. Flavors need checking up. Candy is not up to standard.

Code 8M 36

Assorted Summer Candies—1 lb.—60c

(Purchased in a department store, San Francisco, Calif.)

Appearance of Package: Fair. See remarks.

Box: One layer, light buff color, name printed in brown.

Appearance of Box on Opening: Good.

Number of pieces: Forty, each piece wrapped in cellulose.

Contents—

Caramels: Vanilla.
Color: Good.
Texture: Good.
Flavor: Good.

Cinnamon Caramel: Red.
Color: Good.
Texture: Good.
Flavor: Good.

Assorted Vanilla Nut Caramels—
Color: Good.
Texture: Good.
Flavor: Good.

Coconut Paste and Orange Jelly—
Color: Good.
Texture: Good.
Flavor: Good.

Licorice and Vanilla Chew—
Color: Good.
Texture: Good.
Taste: Good.
Chew made of assorted chews, good looking, but had an off flavor.

Pink Chew and Jelly—
Colors: Good.
Texture: Good.
Flavor: Could not tell what flavor it was.

Vanilla Nut Chew—
Color: Good.
Texture: Good.
Flavor: Good.

Layer piece of Vanilla Caramel, Strawberry Jelly and Vanilla Chew—
Colors: Good.
Texture: Good.
Taste: Good.

Coconut Paste and Vanilla Marshmallow—
Texture: Good.
Taste: Good.

Vanilla Caramel Wafer—
Color: Good.
Texture: Good.
Flavor: Had a bad grease or fat taste.

Assorted Taffies—
Colors: Good.
Texture: Good.
Flavors: Good.

Vanilla Marshmallow coated with Chocolate Caramel—
Color: Good.
Texture: Good.
Flavor: Good.

Vanilla Marshmallow Coated with Vanilla Caramel—
Color: Good.
Texture: Good.
Flavor: Good.

Remarks: Box needs a ribbon or fancy card, also a cellulose wrapper to make it better appearing. The candy is well made, some of the best of its kind that the Clinic has examined this year. Suggest the assorted chew piece be left out; flavor is not good and colors look cheap. The vanilla caramel wafer needs checking up, as it had a bad grease taste. Box is neatly packed and wrapping each piece in cellulose is the only way to put this type of candy out, as it is the only way it will keep in good condition.

Who's Who in the Industry

(*Continued from page 20*)

Mary is 26, and is now Mrs. Richard Magruder. Harriet is 24, and is a Hospital Dietitian, located at Emory University Hospital, Atlanta.

"I have been a member of the Methodist Church for 38 years. St. John Methodist Church, Augusta, of which I am a member, is one of the oldest Methodist Churches in America. Five or six of our Bishops were former Pastors of St. John. I have been an official of practically every office in our Church and also several offices in our District and Conference.

"Have been a member of the Augusta Rotary Club for 16 years, having occupied numerous positions, such as Director, Vice President, etc.

"My reading consists of newspapers, magazines, trade publications, as well as many serious and technical books. I am particularly fond of history.

"My favorite food, other than candy, is ice cream, of which I never tire.

"My vacations are spent on the Georgia and South Carolina Seacoasts fishing, which is my favorite sport. If I played a good enough game, maybe I would have a greater love for golf, but, darn it, it is hard to break a hundred."

TRADE MARKS for Registration

THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

BIG MASTER, cocoa, baking chocolate, marshmallow cream, baking powder, etc. Use claimed since Jan. 15, 1934, by K. B. Chocolate Co., doing business as Big Master Cocoa Co., Bay City, Mich.

OETKERS, candy, pudding powder, sugar-drops, wheat flour, cake-powder, pastry, biscuit, bread, cakes, etc. Use claimed since 1908 by Dr. August Oetker, Bielefeld, Germany.

TWIN-PUP-LETS, chewing gum. Use claimed since Dec. 26, 1935, by National Chicle Co., Cambridge, Mass.

BEECH-NUT, chewing gum, cream crackers, butter wafers, whole wheat grahams, cheese wafers, assorted biscuits and crackers, chocolate assorted biscuits and crackers, saltines, honey nougat and candies. Use claimed since Jan. 1, 1891, by Beech-Nut Packing Co., Canajoharie, N. Y.

HAVA-JAVA, candy bars. Use claimed since Nov. 15, 1935, by Henry N. Bartman, Chicago, Ill.

IMP DIPS, candy. Use claimed since Mar. 15, 1932, by Charles B. Carlson, doing business as Thornton-Carlson, Makers of Good Candy, Pasadena, Calif.

BAR BITS, crackers and biscuits. Use claimed since Oct. 1, 1935, by Jno. W. Surbrug, New York, N. Y.

1620 and design of rock, gelatine, white phosphated gelatine, pink phosphated gelatine, and gelatine compound. Use claimed since June 1, 1934, by Plymouth Rock Gelatine Co., Boston, Mass.

SIDEWALK SUNDAE, frozen confection. Use claimed since April 30, 1934, by Vogt Processes, Inc., Louisville, Ky.

EVERYWHERE UNDER THE SUN—AND BENEATH THE MOON, and moon and sun design, candy and candy confections. Use claimed since Jan. 4, 1936, by Charles A. Durofchalk, Binghamton, N. Y.

Learn the Facts About Sugar Pulverizing



Neat, clean and dustless. This No. 2 MIKRO-PULVERIZER discharges the finished powdered sugar into chute to containers on floor below.

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The outstanding feature is its almost unbelievable saving in power, sometimes as high as 200% per year on the total investment.

The operation is completely simplified. No fans, cyclones, separators or bolters. Only a few square feet of floor space required.

If you are now buying your powdered sugar you can show a profit with a MIKRO and have fine, fluffy, freshly powdered sugar every day. Sizes available in capacities from 200 lbs. to 6000 lbs. per hour.

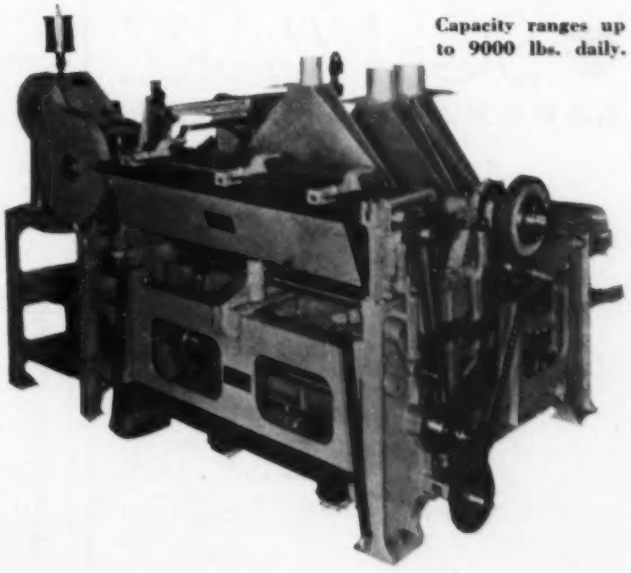
Send us a small sample of the powdered sugar you are now using. Tell us how much you use per week or month. You will receive a complete report giving our recommendations with performance guarantees. And you can then compare guaranteed MIKRO results with your present costs.

PULVERIZING MACHINERY COMPANY
127 Valley Road — Roselle Park, N. J.

SUPER AUTOMATIC HARD CANDY MACHINE

THIS new Werner Super-Automatic Machine is designed especially for the efficient manufacture of Seamless Hard Candy Balls, Barrels, Kisses, Cough Drops, and all spherical shapes. Built in two widths: 24″ and 40″. The machine is complete with Automatic Sizer, Automatic Cut-off and Feed. Requires only the hard candy spinner in its operation.

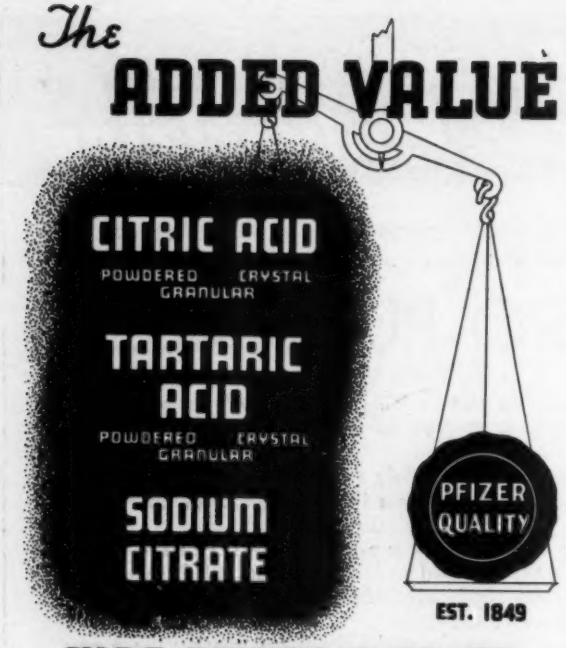
Capacity ranges up to 9000 lbs. daily.



Our rebuilt division will quote and supply all types of re-built candy machinery.

"Full Information On Request"

JOHN WERNER & SONS, Inc., 713-729 Lake Ave., Rochester, N. Y.



CHAS. PFIZER & CO., INC

Manufacturing Chemists

81 MAIDEN LANE, NEW YORK, N.Y.

444 W. GRAND AVE., CHICAGO, ILL.

ANALYSTS CONSULTANTS

● SCHWARZ

LABORATORIES, INC.

Specialists in the Chemistry of Cacao Products

MANUFACTURERS OF

● LIPEOMETER

for determining Cocoa Butter

SCHWARZ LABORATORIES, INC.

202 EAST 44TH ST. - - - - - - - - - NEW YORK, N. Y.

Candy Manufacturers Report Lowest Accident Frequency Rate in Food Group

THE National Safety Council, Chicago, reports that the confectionery manufacturer had the lowest 1935 frequency rate in accidents among various branches of the food industry. The average was 8.37 per cent.

Peter Cailler Kohler Swiss Chocolates Co., Inc., New York, had the lowest 1935 frequency rate among large plants—4.94 per cent. Brock Candy Co., Chattanooga, Tenn., had the lowest severity rate among large units—0.03 per cent.

Trouble Shooting in the Plant

(*Continued from page 23*)

marshmallow to set too quickly. When the marshmallow drop is removed from such starch it is larger than it would be under normal conditions, for it has not been possible for it to contract properly before it has set. When such a drop is packaged in a tight container, moisture from the center equalizes with the dry and crusty skin which softens and the drop contracts to normal size; result, a wrinkled marshmallow drop.

Packaging and Storage

We could go on and on, throughout the whole gamut of confections, if time and space permitted, but illustrations given will serve to show the general information required in trouble shooting. Such information has been limited to raw materials and finished goods, but perhaps the most prolific source of trouble may be traced directly to *improper packaging and storage under unsuited conditions.* Proper ventilation of stock rooms, careful regulation of humidity and temperature in storage space, and a package suited to the type of confection it contains will obviate much trouble. After all, a package is a miniature storage room for the products it contains and if such a room is unsuited, spoilage is a foregone conclusion.

Basic principles underlying successful trouble shooting, therefore, resolve themselves into *familiarity with raw materials, processes, finished products and the packaging and storage of such products.* With such knowledge it is not difficult to detect and correct any of the more common types of trouble.





Rivaled

ONLY BY THE

Artist's Palette

IS THE BRILLIANCY OF OUR FOOD COLORS

Since psychology has established a definite relationship between the appearance of food and its appetite-producing value, it is of utmost importance to combine *clarity* and *brilliance* with *purity* in food. Constant research by our chemists has resulted in the production of food colors whose *complete solubility* and remarkable brilliance are equaled only by their purity.

THE FIRST PRODUCERS OF CERTIFIED FOOD COLORS.

●

Let us help solve your flavor problems with an "ATLAS" FLAVOR for every purpose.

Our VANILLAS —both pure and imitation—are noted for their

UNIFORMITY

●

PURITY

●

STRENGTH

STRENGTH - UNIFORMITY - PURITY

ESTABLISHED 1851

H. Kohnstamm & Co., Inc.

11-13 E. ILLINOIS ST. CHICAGO

553 WHITEHALL ST. S.W. ATLANTA

83-93 PARK PLACE NEW YORK

837 TRACTION AVE. LOS ANGELES

ESTABLISHED 1851

For QUALITY APPEARANCE

or High Volume of Production in your

CHOCOLATE DEPARTMENT

investigate the

LUSTR KOOLD

"LUSTR-KOOLD"
Chocolate Cooling Conveyor

ECONOMY EQUIPMENT COMPANY

538 W. PERSHING ROAD

CHICAGO, ILLINOIS

JOHN SHEFFMAN
152 W. 42nd St.
New York, N. Y.

BAKER SERVICE
507 E. 3rd St.
Los Angeles, Calif.

ECONOMY EQUIPMENT COMPANY,
538 W. Pershing Road, Chicago, Illinois.

Please send circular

- ☐ "LUSTR-KOOLD" Conveyor
- ☐ ECONOMY "BELT TURN"
- ☐ Dry Air Conditioner
- ☐ Send Representative

NAME .....

COMPANY .....

ADDRESS .....

NEWS OF THE SUPPLY FIELD

EQUIPMENT · MATERIALS · MARKET INFORMATION · FIRMS · PERSONALS

New Sucrest Sugar Refinery Meets Changing Conditions in Sugar Business

THE Sucrest Sugar Refinery at Brooklyn, N. Y., the only addition to the cane refined sugar industry in more than a decade, in less than a year of operation has established itself solidly in the field for economy and efficiency. It is widely known as the "Vest-Pocket" type of refinery.

Charles W. Taussig, Chairman of the Board of the Sucrest Corporation, a subsidiary of the American



CHARLES W. TAUSSIG

Molasses Co. of N. Y., who conceived the idea of the "vest-pocket" sugar refinery said, "We had felt for a long time that the sugar business required a moderate sized, extremely efficient low-cost refinery unit. The new refinery was built to meet this need."

The Sucrest Corporation, which began marketing its output this year, set out with an unusual selling policy that has proved to be successful in the sugar trade.

"The Sucrest selling policy," declares Lawrence G. Washburn, President of Sucrest Corporation, "has proved to be very successful. Its terms provide, among other things, that there will be no freight absorptions, no secret rebates or 'kickbacks,' no price guarantee against declines, and the published price is the price to everyone."

9th Session, International Commission for Uniform Methods of Sugar Analysis, Meets in London

THE Ninth Session of the International Commission for Uniform Methods of Sugar Analysis will be held in London, England, August 31 to September 5. After ceasing to function for 20 years as a result of the World War, the Commission was reconvened in Amsterdam in 1932.

Among the subjects on the program as announced by President Frederick Bates, of the National Bureau of Standards, Washington, D. C., are the following:

Tests for the Evaluation of the Refining Qualities of Raw Cane and Beet Sugar; The Determination of Reducing Sugars and the Influence of Overheating on the Determination of Invert Sugar; The Determination of Moisture in Sugars and Sugar Products by Drying Methods; Values of Clerget Divisors for the More Widely Used Inversion Methods; Analysis and Evaluation of Refined Sugars; The Application of Refractometric Methods to Sugar Analysis; The Testing of Molasses; Conductometric Determination of the Ash Content of Raw Sugars; Weighing, Taring, Sampling, and Classification of Sugars; The 100° S. Point on the Saccharimeter.

Sessions of the Commission are open to all and will be held at the offices of the Institute of Chemistry, 30, Russell Square, London, W. C. 1, England.

MM&R Appoints Pacific Coast Distributor

MAGNUS, MABEE & REYNARD, INC., New York, have announced the appointment of the G. B. Dean Organization as their Pacific Coast distributors, with offices and warehouses at 246-256 Mission Street, San Francisco, and 101 East Third Street, Los Angeles. They will carry complete stocks of concentrated flavors and essential oils under the original MM&R seal and label.

New Pressure Switch

A NEW Pressure Switch for the automatic control of small compressors and fluid pumps is announced by Cutler-Hammer, Inc., pioneer manufacturers of electric control apparatus, N. 12th Street, Milwaukee, Wis. Outstanding features of this switch are its compact all-metal "airstyled" enclosing case; flexibility of application, long, trouble-free operation; full automatic action; protection to motor; ease of wiring, adjusting and inspecting.

Stein Hall Equips Laboratory

Stein Hall & Co., New York City, have equipped a modern laboratory for food technology. Headed by Dr. Alexander Frieden, the staff will devote itself to the study of the best applications of starches, soya flour, natural gums and dried eggs in the food industries.

Another function of the laboratory is to furnish information and technical service to food manufacturers.

Institute Formed by Soda Fountain Suppliers

SODA FOUNTAIN INSTITUTE has been established with headquarters at 210 E. Ohio Street, Chicago, to promote the sale of soda fountain products. L. D. Ely, president of Siren Mills Corp., chocolate manufacturers, is at the head of the new organization.

Stop mounting production costs by **MODERNIZING YOUR MACHINERY . . .** *Re-equip NOW with*

LEHMANN NEW 912 5-ROLLER High Production REFINER



Distinguishing Features:

Maximum output together with greatest possible fineness of chocolate . . . Comparatively little power required . . . Quiet operation, no vibration at any time . . . New roll design with most efficient cooling, even at maximum speed . . . Uniform transfer of chocolate insuring a smooth product . . . Economy in time, labor and space.

LEHMANN

J. M. LEHMANN CO., Inc.
Established 1834
259 W. Broadway, New York, N. Y.

THE STANDARD

SPEAS CONFECTO-JEL

for

PECTIN CANDIES

COMPLETE - READY TO USE

SPEAS MFG. CO. - - K.C.MO.



Picking Mangoes in the Tropics

MANGO

A delicious flavor which has not yet been exploited. Nice and fruity, it is an ideal candy flavor.

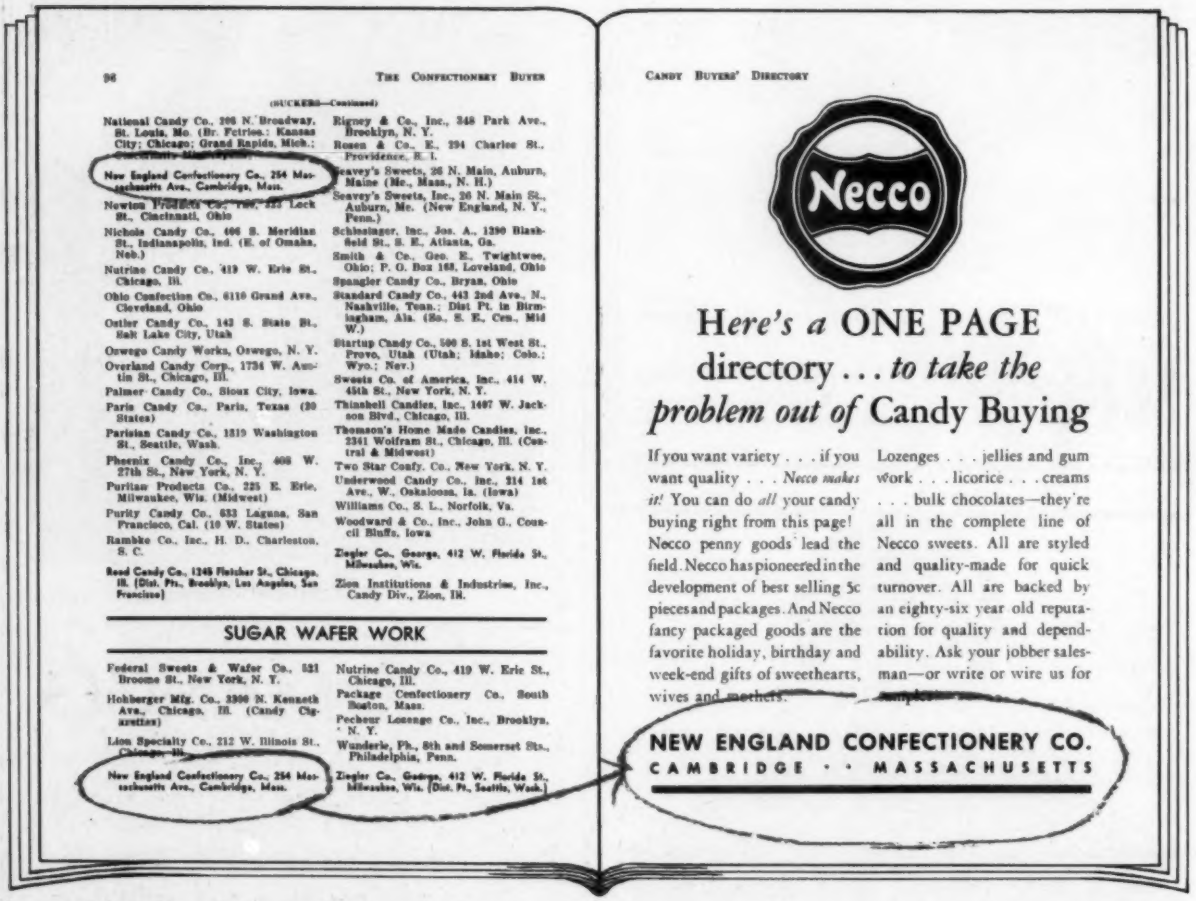
WRITE ON YOUR FIRM'S LETTERHEAD FOR A SAMPLE

•

SCHIMMEL & CO., Inc.

601 West 26th Street
New York, N. Y.

LAST CALL!



You Will Be Listed, Therefore "Tie-In" With a Catalog of Your Complete Line

BIGGER THAN EVER

The 1936-1937 Directory of Confectionery Manufacturers for candy buyers of the country will be more extensive than ever! All manufacturers selling nationally, or in trading areas of a state or more, will be listed (without charge) under each class of goods they produce. Advertisers will be in bold type. Tell your complete story in the advertising pages next to your listings!

TO PUT YOUR SALES STORY BEFORE THE CANDY BUYERS

OF AMERICA FOR THE COMING YEAR IN THE

DIRECTORY OF THE CANDY INDUSTRY

MR. CANDY MANUFACTURER: Now is the time! Don't make the mistake of ignoring the requests of hundreds of substantial candy buyers. They ask you to place before them for ready reference in this convenient Annual Directory a summary of the lines you manufacture.

The candy buyers of the nation want your catalog briefly outlined in this consolidated catalog of the American confectionery manufacturers. The 1936-1937 Fifth Annual Edition closes in September.

Hold the business you have and get more! Here is the biggest good-will builder and business getter you can invest in!

We possess recent letters and hundreds of request blanks returned from users of the last edition asking for the 1937 Directory. We can show you that the biggest buyers of the industry use this Directory frequently. Believe it or not —some chain organizations have asked for extra copies! Jobbers, too, are wholeheartedly enthusiastic for it!

Your advertising message in just this one edition will keep your story before these buyers a year! No other advertising compares with it in value or low cost.

Act now! Write for further information.

THE CONFECTIONERY BUYER

PUBLISHERS OF THE MANUFACTURING CONFECTIONER

400 West Madison Street, CHICAGO - - - 300 Madison Avenue, NEW YORK

NEW LOW PRICES
ON THE IMPROVED
BURMAK
BATCH ROLLER BELT

6′ Size $5.00 ea.
7′ Size 6.00 ea.
8′ Size 7.00 ea.



DOUBLE EDGE
DOUBLE WEAR

Where the wear occurs the edges are reinforced with double thickness of fabric and extra stitching. Specially woven to give greater tensile strength. These two features double the life of this new belt, yet they cost no more than the ordinary type.

BURRELL BELTING COMPANY
413 S. HERMITAGE AVENUE - - - - - - - CHICAGO

When You Want To Be Rid Of WEATHER WORRIES—

remember—

ROSS knows AIR CONDITIONING

Uniform Controlled Conditions for

Cooling Tunnels, Packing and Dipping Rooms, Hard Candy Departments, Pan Rooms, Starch Rooms, Raw Material and Finished Goods Storage.

Our systems embody over 20 years of air cooling and conditioning experience.

Eliminate Summer and Autumn spoilage and delays due to adverse weather conditions.

Ross installations are profitable investments. Get our recommendations.

J. O. ROSS ENGINEERING CORP.
350 Madison Ave., New York
CHICAGO DETROIT PORTLAND, ORE.

A. F. Rucks Tagliabue General Manager

THE C. J. Tagliabue Mfg. Co. of Brooklyn, N. Y., has announced the promotion of A. F. Rucks to position of General Manager. Mr. Rucks has been associated with the Tagliabue Company for over 23 years.

The company also announces the appointment of W. C. Bennett as General Sales Manager in charge of the Eastern Territories, and E. D. Wacker as General Sales Manager in charge of the Western Territories.

Anton Reich Visits Weygandt

Anton Reich, director of the Anton Reich Co., Dresden, Germany, manufacturer of moulds and moulding equipment, recently arrived in the United States. While in New York City Mr. Reich visited with Mr. Faber of T. C. Weygandt Co., New York City, who sells the Reich moulds in America.

G. E. Reduces Lamp Prices

A REDUCTION averaging 20 per cent in the list prices of larger-sized Mazda lamps has been announced by the General Electric Co. This constitutes the company's 18th major price reduction in lamps since 1931.

Siren Mills Opens New York Plant

DUE to growth of business, Siren Mills Corp., which specializes in the manufacture of chocolate for the fountain and dairy trade, opened a new plant August 1 in New York City. The company's general offices are in Chicago.

The New York plant is located on the tenth and eleventh floors of the Starret-Lehigh building, which occupies the block from 26th to 27th streets and from 12th avenue to the river.

AMONG THE SUPPLIERS

Owen Illinois Can Co., recently organized by Owen Illinois Glass Co., has taken over St. Louis Can Co.

George M. Armour, McCormick & Company, heads the **Flavoring Extract Manufacturers' Association of the United States** for the coming year.

J. L. Buckner, Argo plant manager for **Corn Products Refining Co.,** has been transferred to New York as head of all domestic plants. **W. T. Brady,** manager of the Edgewater plant, has gone to Chicago to succeed Mr. Buckner.

Albert F. Hunt recently was named vice-president of **Swift & Company,** Chicago, and will be over general plant operations, laboratories and research activities.

E. I. du Pont de Nemours & Co., Inc., Wilmington, Del., have announced that the Du Pont Cellophane Company is no longer in existence and that this should be now referred to as the **"Cellophane" Division of E. I. du Pont de Nemours & Co., Inc.**

Michael F. Hickey, widely known representative of Durkee Famous Foods, Chicago, died recently.

Kraft-Phenix Corp., Chicago, have moved their New York offices to 40 Worth street, New York.

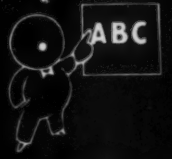
Samuel Opler sales organization announces the formation of an import department to handle a selection of European foods and confections. The first import line to be placed in this department is the **Frank Rademaker's Cacao and Chocoladefabriek** of Rotterdam, Holland.

Adolph A. Bernartz, assistant general sales manager of The Liquid Carbonic Corp., Chicago, was recently killed in an automobile accident. He was 52 years old and widely known, having been with the company 30 years.

MATERIALS — EQUIPMENT

let's look at the ADLET SECTION

Have you given your vanilla the "Selling-ability-test"



Check with Foote & Jenks of Jackson, Michigan

Gelatine

Where to Buy It for Marshmallows Biscuit Toppings Icings

Crystal Gelatine Co.
PEABODY, MASS.
Branch Offices-Warehouses:
New York, Philadelphia, Pittsburgh, Chicago, Cleveland, Los Angeles, San Francisco, Seattle

"ADVERTISED PRODUCTS MERIT CONFIDENCE"

Confectionery manufacturers will find it profitable to further acquaint themselves with the advantages offered by writing to the advertisers in

THE MANUFACTURING CONFECTIONER



The ACME LINE

- KETTLES
- MIXERS
- COOLING SLABS
- PANS
- CONTINUOUS COOKERS
- MARSHMALLOW BEATERS

DESCRIPTIVE CIRCULAR AND PRICES ON REQUEST

ACME COPPERSMITHING COMPANY
2535 Maypole Ave. CHICAGO, ILL.

FOR **SLABBING PURPOSES**

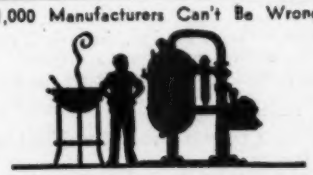
USE **KREMOL**

OILS and GREASES

TASTELESS — ODORLESS
ALL GRADES

Sherwood Petroleum Company, Inc.
Bush Terminal Bldg. No. 1, Brooklyn, N.Y.
Refinery — Warren, Pa.
Stocks Carried in Principal Cities

"1,000 Manufacturers Can't Be Wrong."



The SIMPLEX VACUUM COOKER

A revolution in the technique of cooking and cooling fondant, taffies, etc., as well as hard candies.

Manufactured by
VACUUM CANDY MACHINERY CO
Distributed by
SIMPLEX CONFECTIONERY MCHY. CO.
Sole Agents
15 Park Row New York

For Outstanding Flavor Quality

BLANKE-BAER VANILLAS
TRUE FRUIT EXTRACTS
AND FLAVORS

BLANKE-BAER EXTRACT & PRESERVING CO.
3224 So. Kingshighway St. Louis, Mo.
"The House of True Flavors and Vanillas"

FRIEND
HAND-ROLL



WHY NOT BE CLEAN ABOUT IT?

Supplant dirt and unsanitary starch by the FRIEND HAND-ROLL METHOD producing the highest quality, lowest cost and cleanest cream centers possible. Machines for any volume requirements from candy kitchen to the largest plants.
Write for particulars

HARRY L. FRIEND
52 India Street - Boston, Mass.
USED THE WORLD OVER

"Very Best" Belting and Specialties for the Candy Manufacturer

VERY BEST
VOSS BELTING

Special **Glazed Enrober Belts** in either single or double texture—white or black finish.

Enrober **Feed and Delivery Belts**—sewed on the bias—especially constructed.

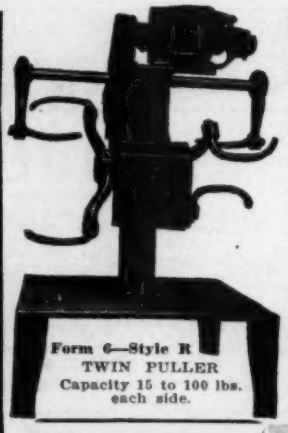
Batch **Roller Belts** made of tubular woven material—edges reinforced and bound—with either tape or leather.

Caramel Cutter Boards—improved construction—longer life.

V. B. Products Mean Improved Construction and Longer Life at No Higher Prices

VOSS BELTING & SPECIALTY CO.
1750-1756 Berwyn Ave. **Chicago, Ill.**

HILDRETH'S



Form 6—Style R
TWIN PULLER
Capacity 15 to 100 lbs. each side.

MAXIMUM
Capacity per batch 200 lbs.
Form 6 - Style R - Twin Puller

- Minimum capacity 15 lbs. on each set of arms. Pulls either hard-boiled or soft - boiled goods.
- Can be used for 2 batches at once—either the same or different colors or flavors.

REBUILT MACHINES AVAILABLE
Special low prices for all sizes and styles. Write for information and prices.

DISPLAY PULLER
5 to 10 lbs. per batch
FORM O — STYLE A

- Excellent for demonstration purposes. It is very attractive, nicely finished, has an aluminum base and nickel trimmings. Motor driven.

Other sizes and styles—capacities from 5 lbs. to 300 lbs. per batch. Write for complete description and prices.

- *All replacement parts in stock for immediate delivery.*



THE ORIGINAL CANDY PULLER
HILDRETH PULLING MACHINE CO.
153 Crosby Street :-: New York, N. Y.

CONFECTIONERS' BRIEFS

George A. Eddington Back at DeMet's

GEORGE A. EDDINGTON, formerly factory manager at Fannie May Candy Shops, Chicago, is now back with DeMet's as factory superintendent in charge of production. Mr. Eddington had been with DeMet's several years ago in the same capacity, and regards his recent change as "going home." Since the first of the year DeMet's have been opening new stores in the Chicago metropolitan area and elsewhere in Illinois.

Mr. Eddington is one of the most highly regarded retail manufacturing superintendents in the country. He has written numerous articles on production and is a member of the Candy Packaging Board of The MANUFACTURING CONFECTIONER.

E. J. Brach & Son, Inc., Chicago, has announced the appointment of Needham, Louis & Brorby, Inc., Chicago, as advertising agents for the company's newly developed line of candy specialties.

Madlon Schmitt has reorganized the Julia King Candy Company, Chicago. She is secretary-treasurer and manager and W. B. Casterline is now president.

Peck-O-Fun Company, Chicago, increase their number of shares from 1,000 shares p. v. and 10,000 shares n. p. v. to 1,500 p. v. and 13,500 shares n. p. v.

Martha Washington Candy Co., Roanoke, Va., has announced the appointment of **Charles C. Goodfellow** as secretary and treasurer of the company.

Thomas Kerr of **Kerr's Butter Scotch, Inc.**, has succeeded **Earl Campbell** as general manager of the concern. Mr. Campbell recently resigned as general manager of the company.

Saylor's Chocolates, Inc., Oakland, Calif., are increasing their factory space

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D. E. Graham, formerly vice-president of **Wallace & Company**, Brooklyn, is now president. He succeeded **A. M. Kelly**, who is now executive vice-president of the **National Confectioners' Association.**

J. M. Klein, who was formerly with **Rigney Candy Co.** and **Metro Chocolate Co.**, is now general manager of **Novia Candy Co.**, Brooklyn.

Daniel Ward, formerly at **The Fair Store**, Chicago, has become superintendent at **Raleigh Candy Co.**, St. Louis.

P. J. Dittig is now production manager of Norris, Inc., Atlanta, Ga. Mr. Dittig has been in charge of cost accounting for the company.

Riverside Candies, Inc., Milwaukee, shares par value is 250. **M. Derzon** and **C. Peckarsky** are the owners of the concern.

James Cronin of **Fanny Farmer Shops, Inc.**, Rochester, is spending two weeks in Canada.

J. Schoenith Candy Co., Charlotte, N. Car., have just announced the purchase of the Atherton cotton mill property. The building is to be renovated and new machinery will be added.

H. H. Hirsch is now with the **Byrnes Candy Co.**, Chicago.

Burton Blizard has left the **Boston Store, Chicago**, where he was assistant candy buyer.

Harry W. Stegall, 62, president of **Union Biscuit Co.**, St. Louis, Mo., died recently.

Consolidated Biscuit Co., recently formed through the merger of the Davidson Biscuit Co., Chicago, and Hampton Cracker Co., Louisville, has now merged with **Thinshell Products, Inc.**, Chicago. The combination is said to be the fourth largest concern of its kind.

ADVERTISING PAGES REMOVED

CANDY PACKAGING AND MERCHANDISING AIDS

A SECTION DEVOTED TO BETER PACKAGING AND MERCHANDISING METHODS

Profit Harvesting With

EFFECTIVE CANDY BAR WRAPS



ERNST A. SPUEHLER

★ By ERNST A. SPUEHLER

Designer and Member The Candy Packaging Board of THE MANUFACTURING CONFECTIONER

SOON the lemonade glasses and fishing tackle will be returned to their winter quarters again and the whole consumer family will be settling down to their regular routine work and play. Then the candy bar will be in its glory as the popular taste satisfier during those "in between moments."

Due to their convenient size, bar goods and small packages have achieved a place of major importance in the realm of confectionery merchandising. Likewise, they constitute a definite class of candy packaging problems. As we have stated in previous articles, the greatest merchandising aid that a confectionery manufacturer can give to his product is to present it to the consumer in the most attractive and sanitary manner.

The manufacturer has the problem of "putting over" his present items already on the market, as well as the introduction of new lines. Thus he is frequently concerned with the elements involved in redesigning a product or creating an entirely new package. Besides good quality of the contents, he needs a well designed package.

The effective candy bar wrap from the design standpoint includes properly selected materials for protection and appearance, a pleasing harmonized color scheme, legible lettering, and good usage of space and proportions. These are combined in a package designed to attract attention, convey the character of the contents, and persuade the consumer to buy.

In working out a given wrapper, the information it presents is also important. The label should name the product, the manufacturer, the net weight, and the price. It should give a brief description of the character of the contents. The ideal package will thus include selling information to the consumer and serve as an aid to the retailer at the point of sale. Some of the leading bar wrappers contain cross advertising —reference to another product by the same maker.

Obviously the manufacturer plans the size and shape of the piece so that it will stand out among existing bars in the particular market he is hoping to conquer.

The wrapping materials used often depend upon the contents of the bar itself, the desired market, and the varying climatic conditions. Among the materials in use are transparent cellulose, metal foil, cellulose and foil combined, glassine, and wax paper. If the "bar" consists of several pieces, the boat type of package is often employed. Materials are important, from the standpoint of both protection and appearance.

The sales appeal of a wrap, however, is not determined entirely by the materials used, but by the effect created with intelligent use of good contrasting or harmonious colors. For instance, red and green are good contrasting colors, while yellow, orange, gold, red, and brown are harmonious "warm" colors. In seasonal goods, the element of suggestion is important in creating appetite appeal. Cool effects may be created with two different shades of blue combined with white or silver. In regard to green, this color can be used in either "warm" or "cool" combinations. Green will harmonize in a "cool" color scheme when its shade tends toward a bluish cast. On the other hand, it can be harmonized with "warm" colors when it is toned toward yellow.

When a new bar makes its appearance, the tendency is to follow the general trend of the existing leaders in that market, where each is making a desperate attempt to catch the consumer's eye. In order to accomplish this end, "loud" and gaudy colors are often used. Too often the result is a cheapening effect, which detracts from appetite appeal.

In regard to attention-getting values, a proper *combination* of suitable colors is essential. It is a mistake

(*Turn to page* 60)



ANALYSES BY THE QUARTERLY

CANDY PACKAGING CLINIC

CONDUCTED BY CANDY PACKAGING BOARD OF THE MANUFACTURING CONFECTIONER

Clinic Meetings of the Packaging Board are held Quarterly at M. C. Chicago Offices on 15th of the following months: March, June, Sept., Dec.

CODE number refers to name of manufacturer. Each firm is notified accordingly.

Cellulose Bag Marshmallows

6 oz.—10c

Selected as Outstanding

CODE 8136—Description: Printed moisture-proof cellulose envelope-style half-pound bag. Contains 6 ounces of white marshmallows in miniature size, shaped like small chocolate drops. Bag is designed in pillow style, with printing arranged horizontally. Heat sealed.

Design: Well unified, with good grouping of modern block and script lettering. The oval silhouette surrounded by wording, "Sealed fresh," gives a pleasing food atmosphere to the package. The wording "Salad Size", also gives suggestion of usage. The narrow dark blue panel across center is striking against white marshmallows and strengthens the white lettering on it. Not a pretentious design, but effective.

Colors: Blue, green, and white well used, although some members of Packaging Board would prefer another color than green on this product.

Sales Appeal: Good. Neat and clean looking. Contains selling information for customer and sales person.

Display Value: Good visibility of message and merchandise. Style of package, however, is such that it will be displayed flat.

Remarks: Package could be improved by more care in sealing, as the loose flap has tendency to catch and tear open. The loose pack also gives unfavorable reaction and makes "sloppy" display. Contains about 95 pieces, which, due to larger pieces, is 16 less than a competing package. Our merchandising member suggests the line could be improved by adding assorted marshmallows.



CLINIC SELECTIONS OF OUTSTANDING PACKAGES

PACKAGED confections selected for awards of recognition by The MANUFACTURING CONFECTIONER'S CANDY PACKAGING BOARD, at its recent Quarterly Clinic held at the headquarters of this publication in Chicago. ★ Reading from top, left to right, "Twinkies," marshmallows covered with chocolate decorettes, peek through circular window in cellulose ½-lb. bag printed in peacock blue and silver, manufactured by E. H. Edwards Co., Chicago. ★ "Brach's Mints" in ½-lb. cellulose bag printed in red and gold, heat sealed, demonstrate effective simplicity and visibility; E. J. Brach & Sons, Chicago. ★ Edwards' "Calico Pack" marshmallows in 1-lb. printed Cellophane bag attracts attention with striking over-all design; E. H. Edwards Co., Chicago; printed by Dobeckmun Co., Cleveland, O. ★ "Sealed Fresh Marshmallows" in small size come forth in striking bag of blue, green and white; E. J. Brach & Sons, Chicago; printed by Shellmar Products Co., Chicago. ★ "Suchard Chocolate Bundles" offer a colorful assortment in printed Sylphrap; Wilbur Suchard Co., Lititz, Pa.; created by Forbes Lithograph Mfg. Co., Boston, Mass.

Cellulose Bag Marshmallows

6 oz.—10c

CODE 8263—Description: Printed moisture-proof cellulose envelope-style half-pound bag. Contains 6 ounces white marshmallows in miniature size, shaped like chocolate drops. Loosely filled. Heat sealed.

Design: We believe this is one of the best designed packages you have used. Suggests high class; has a tempting food atmosphere. Its simplicity and arrangement of elements are excellent. Has complete visibility of merchandise. In fact you achieved this with a vengeance, as the spacing between the large letters is too wide and makes it difficult to catch the complete words. The extra spacing of all words in center design tends to suggest too much lettering.

Colors: Gold, red, and white attractively used. Might be improved by substituting black for red, which would make the combination with gold richer in appearance.

Display Value: Good for open counter display, laid flat. Design is not adaptable to self visibility. When

ADVERTISING PAGES REMOVED



POPULAR PRICED chocolates are here featured in well-designed boxes by E. J. Brach & Sons, Chicago. These are in 1-lb. and 2½-lb. sizes, retailing at 25c and 59c. Selected as outstanding by the CANDY PACKAGING CLINIC, they were designed by Ernst A. Spuehler, prominent Chicago designer. The "Hyde Park" package is in red, black and gold; while the "Blackstone" boxes employ the French blue, black and gold.

stood up, the bag appears too incompletely filled.

Sales Appeal: Good, insofar as visibility and neatness are concerned. Some consumers, however, react unfavorably toward a partly filled package. They would prefer a smaller package entirely filled, as they feel they are being short measured.

Remarks: Size of pieces is good—approximately 110. The printed panel indicating 5 assorted flavors is misleading on the package containing only white marshmallows. The excess air space inside the package causes the merchandise to dry out and get hard sooner than when packed tightly. Package is well sealed.

Cellulose Bag Marshmallows

6 oz.—10c

CODE 8336—Description: Printed moisture-proof cellulose envelope-style half-pound bag. Contains 6 ounces marshmallows in assorted colors, miniature in size. Marshmallows moulded like small French creams. Bag is designed in pillow style, with printing arranged horizontally. Heat sealed.

Design: Name has display quality but typography could be greatly improved. Too many different styles of lettering, some of which are out-of-date. This effect and the ornate decorative scrolls at each end make the bag appear very antiquated in style. Lettering is too scattered. Use of the oval trade mark is overdone. One would be better than two, and this should appear vertically to be seen as the lettering is read. Appearing sideways so prominently, the ovals conflict with the message.

Display Value: Too colorful—circus-y, especially for marshmallows of assorted pastel colors.

Sales Appeal: To lower classes of trade excessive colors and over decoration may appeal, but for all classes the package looks cheap—regardless of good quality of contents.

Remarks: Same design is used in large one-pound weight—jumbo sized in pillow shape, 11x5½ inches, price 17c to 19c. The quantities in both packages do appear generous and have some merchandising advantage. The printing is well done and packages are well sealed. We suggest a new design.

Cellulose Bag Marshmallows

1 lb.—20c

Selected as Outstanding

CODE 8436—Description: Printed moisture-proof cellulose satchel-bottom one-pound bag, containing white standard marshmallows. Sealed with metal twist clamp.

Design: Printed calico over-all design; attractive because it is unusual and colorful. Could be improved by enlarging the oval window to give greater visibility. Arrangement of lettering could be improved. Word "marshmallows" is placed too low.

Colors: Very effective use of two colors. Same design is printed in four different combinations of colors—red with light blue lettering; green with red lettering; orange with blue letters; deep blue with red letters. The lettering shows up best in the green, orange, and possibly the red, packages. The design itself is so dominating that when printed in strong colors with bright lettering it vibrates and is confusing to the eye. The lettering also becomes subdued.

Display Value: Good.

Sales Appeal: Good. Package is compact and neat.

Remarks: The merchandising members of our Packaging Board suggest an improvement would be to omit the over-all design from the back of the package, or at least a large portion of the back. This would permit greater visibility for consumers who wish to examine contents.

Cellulose Bag Marshmallows

6 oz.—10c

Selected as Outstanding

CODE 8536—Description: Printed moisture-proof cellulose envelope-style bag. Sealed with metal twist clamp. Contains standard white marshmallows covered with chocolate decorettes.

Design: Very attractive and distinctive. Effective use of layout and two colors. Front of bag printed in solid peacock blue, with large round window, in center of which is solid circle containing lettering and small design printed in silver on blue background. Silver stars around outside lend pleasing effect.

Colors: These colors against the chocolate make the package a trifle somber. Gold might be substituted for the silver.

Display Value: A beautiful piece of work.

Sales Appeal: Denotes quality.

Remarks: Definitely original. Open-faced back of package offering full visibiilty is a good point. One of the best designed bags analyzed by this Packaging Board.

Cellulose Bag Chocolets

Foil Wrapped Pieces—1 lb.—

Selected as Outstanding

CODE 8636 — Description: Double walled cellulose bag, printed in two colors. Satchel bottom, tall bag, sealed with cellulose tape. Same design printed in two different color combinations; blue and white, for solid chocolate pieces with almonds; red and white for solid milk chocolate pieces.

Design: Most effective use of colors, lettering and layout. Solid circle with name in white letters, and spiral arrangement of blue and white alternating panels beneath, afford excellent attention getting value. Blue band at bottom gives good base strength to

design. Colors contrast in pleasing effect against background of silver foil pieces. Printing on inside of cellulose gives beautiful sheen to design.

Display Value: Unusually good. Identity of both the commodity and manufacturer are well presented. Good visibility. Well designed for individual or mass display.

Sales Appeal: A lively package that sells itself.

Remarks: One of the best designed bags analyzed by this Board. Can't be improved. Individual foil wraps give ideal protection and color.

Cellulose Bar Wraps

Line of Choc. Bundles, Bars—5c

Selected as Outstanding

CODE 8736—Description: Line of Chocolate Bars and Bundles, wrapped in foil, with printed Sylphrap sleeve around bars. Bundles of nine foil wrapped small individual squares, packed three high and three bundles side by side in bar shape, wrapped in printed Sylphrap.

Design: Simplicity of design and arrangement of strong, legible lettering is pleasing. Good example of large lettering in proper proportions, without a cheapening effect. Colors blue and white, lavender, orange and silver and green used in bundles. Solid panel on top, with solid band effect around bundles revealing corners of silver foil gives striking effect. Brown and buff, and similar colors to above are used in bar line in appropriate combinations.

Display Value: All items have eye appeal. Printing on inside of cellulose gives high luster and rich appearance. Variety of bright colors add attractiveness.

Sales Appeal: Reflect quality. Bundles look like a lot of value for 5c. Bars look small compared to many competing bars.

Remarks: Printing process developed to omit any odor from colored inks. Both bar and bundle wraps lend themselves favorably to automatic machine wrapping. Material is fed into machine from a roll and registered on the chocolate pieces by means of an electric eye.

Mint Display Carton

Packages 2 1/3 oz.—5c

CODE 8836—Description: Folding counter display cartons lithographed in two colors. Contain 12 packages printed cellulose wrapped boats of peppermint and winter green lozenges. Mint boats previously submitted to Clinic.

Design: Mint packages printed in green and black, with mostly white lettering. Wintergreen packages in pink, black, and white. Cartons in corresponding colors, with cut-out window in front and die-cut flap cover which stands up as cut-out display. Style and size good. Arrangement of lettering on display panel could be improved



THIS group was selected as an outstanding summer line of box chocolates. They are a few in a wide range of assortments featured in the Walgreen Drug Stores and agencies, at 39c to 49c. A striking Licorice package is also included. Colors on the chocolate boxes are light and dark blue with white stripes in the gingham pattern. The licorice box is printed in black with grey panels on white wrap. Made by Home Candy Co., Chicago, Ill.

Box contains many large black areas. We suggest changing from black to a more pleasing color.

Display Value: Back of label contains helpful selling information to the dealer. Carton has a number of favorable selling slogans to consumer.

Sales Appeal: Gives good visibility to product and attracts attention.

Remarks: Display flap could stand redesigning. Box, however has the essential elements for a display carton: 1. Name of product; 2. Its principle selling points; 3. The price; 4. Convenient size.

Cellulose Bag Mints

8 oz. or Over—10c

Selected as Outstanding

CODE 8936—Description: Cellulose envelope style bag, printed in red and gold. Heat sealed. Contains dinner mints, large size.

Design: Good. Simplicity is well carried out. Name in red Old English letters outlined in gold, goes well with coat of arms. Red band at top gives nice trim and adds attractiveness.

Display Value: Good. Complete visibility of merchandise takes full advantage of transparent cellulose.

Sales Appeal: Looks like a lot of candy for the money.

Remarks: Shows what can be done effectively in a plain package.

Glassine Bar Wrap

2½ oz. or Over—5c

CODE 81036—Description: Glassine wrapper printed in brown, yellow and silver.

Design: Solid brown panel across upper half of bar, with lower half yellow, serving as background for silver oval in center containing lettering. The lettering is acceptable, but general appearance is not high class. Colors are dead looking. The warmer brown and yellow used on carton are better than those on bar wrap. The white oval on carton is also more pleasing than silver on the wrap.

Remarks: We suggest changing colors on wrap to conform to those on carton. "Cocoanut" should be spelled without the "a". The panel on one side of carton which is right side up when the cover is displayed upside down is good.

Glassine Bar Wrap

2 ½ oz.—5c

CODE 81136—Description: Glassine wrapper printed in red, black, brown and buff.

Design: Lettering is overbearing and wording is ambiguous. "Cocoanut" should be spelled without the "a." Effect is that of a conglomeration of color.

Sales Appeal: This has attracting power but could be more appetizing if the colors were not so strong. Does not have a food atmosphere.

Remarks: Wrapper looks too big for the bar. If the buff in "'Brazil" were changed to white it would help appearance.

Cellulose Bar Wrap

2⅜ oz.—5c

CODE 81236—Description: Transparent cellulose wrapper printed in gold, and two shades of blue. Summer coated bar.



FAMOUS for their high character in contents, these members of a nationally advertised family of products emphasize their identity by the prominence given to the manufacturer's name. The well-known "Sampler" and "Glo-Wyn" boxes, retailing at $1.50 per pound are beautifully executed. The "Glo-Wyn" box is covered with printed embossed gold foil. The "Fairhill Package" is a combination of rich colors in good taste—gold and brown embossed on buff paper stock. By Stephen F. Whitman & Sons, Inc., Philadelphia, Pa.

Design: Bar is 2½ inches square by 1 inch thick. General design and shape are effective. Style of lettering in name of piece could be improved by using a block style of lettering, without the curves. This would harmonize with lettering on side panels of the package.

Display Value: Good. Description of flavor and contents is a good point, which many bars omit.

Sales Appeal: Good. Looks cool. Stands out. Suitable for frozen confection.

Remarks: A clean, appetizing looking bar.

Xmas Box Chocolates

5 lbs.—89c to $1.25

CODE 81236—Description: Folding telescope 5 pound boxes, lithographed in three and four colors, using red, black, gold, green, white. Three different boxes in varying designs. Wrapped in cellulose.

Designs: Modern Christmas designs, effectively arranged to afford maximum display for these popular-priced chocolates. Good usage of colors and typography.

Display and Sales Value: Good.

Remarks: Above the average for this class of goods. Designs are a departure from old-style patterns. Top layer of chocolates inclues 6 foil wrapped pieces and 4 chocolates topped with blanched almonds, lending good color and variety. Packed in brown glassine cups.

Box Chocolates

Selected as Outstanding

CODE 81336—Description: Lithographed set-up box with extension edge top and bottom. Wrapped in cellulose.

Design: A beautiful and distinctive package. Excellent treatment of three colors—gold, red and black, with white paper stock employed to show through in panels and some of the lettering as a fourth color. Effective use of colored panels as background for lettering. The panel describing your ingredients in the chocolates is impressive.

Display Value: A colorful package with considerable dash. Well designed for visibility at all angles.

Sales Appeal: Outstanding and unusual for this price line.

Contents: Attractive assortment of soft and chewy centers. Two pieces in embossed gold and silver foil. Two Jordan almonds, giving nice effect. Brown glassine cups, well packed.

Remarks: Same design used in 2½ pound telescope style box, which is even more attractive. Better job of lithography; gold shows up richer. Virtues of these packages are their attractive display and selling information for the customer and sales clerk.

Box Chocolates

1 lb.—25c

Selected as Outstanding

CODE 81436—Description. Lithographed set-up box with extension edge top and bottom. Wrapped in cellulose.

Design: Remarkable. This is one of the finest examples of chocolate box designing that has come before this Packaging Board. Selection of colors (French blue, black, and gold) combined with elite style of lettering and gold emblem gives a high class atmosphere to the package.

Display Value: Good for display at all angles. Has unusual life and force.

Sales Appeal: Excellent. Virtually sells itself. Panel describing ingredients of chocolates is well done. Gives selling information for the customer and sales person.

Contents: Pleasing assortment of soft and chewy centers. Two pieces in embossed silver and gold foil. Two Jordan almonds give nice effect. Brown glassine cups.

Remarks: Same design is employed in 2½ pound package, which is even more impressive than the pound box. The larger box is richer looking; better job of lithography. The design of these packages would do justice to a dollar per pound box by using a padded cover and better paper stock, and similar embellishments.

Box Chocolates

Summer Line—39c to 49c

Selected as Outstanding

CODE 81536—Description: Lithographed set-up boxes, telescope style. Line of several assortments. Includes "Summer Dipt" Creams, Almonds, Brazils and Pecans; Assorted chocolates, etc. Majority are in single layer pound boxes. Large sized creams are in two-layer box. Package wrapped in cellulose.

Design: Gingham style of checked over-all design in light and dark blue and white. Serves as pleasing background for white panel running lengthwise over top and ends, containing lettering. Typography and design treatment are attractive in their simplicity and informal style. Names in script combined with description of contents in block type. Well balanced. "Family resemblance" is obtained by repetition of gingham design, has sufficient variety in treatment of names of assortments.

Display Value: Good. Neat and clean looking; appropriate for summer.

Sales Appeal: Appetizing; has food atmosphere. Contains selling information.

Remarks: Contents are packed in glassine cups, well arranged. These boxes make effective use of a package insert, describing the merit of their summer chocolate coating, and freshness. Well thought-out package line.

Box Licorice Candies

1 lb.—29c

Selected as Outstanding

CODE 81636—Description: Embossed printed set-up box, one layer, with white embossed paper. Wrapped in cellulose.

Design: Very effective use of large script lettering in black, combined with smaller bold black type on grey panels arranged at an angle. Use of seal indicating "fresh" is pleasing.

Display Value and Sales Appeal:

SWEETONE PAPER PRODUCTS

FLOSSINE
The Candy Mat Supreme!

We maintain a complete department for cutting, dieing out and embossing our products to suit your specific requirements.

Samples on Request

SWEETONE PAPER PRODUCTS will save money for you because of the superior quality and workmanship put into them here in our great converting plant. Our products are made on high-speed machines to sell at the lowest possible prices based on the above facts.

DIPPING PAPERS
SHREDDED PAPERS
GLOBULAR PARCHMENT
GLASSINES
WAX PAPERS
EMBOSSED PAPERS
PROTECTION PAPERS
CHOCOLATE DIVIDERS
BOATS and TRAYS (Plain and Printed)
CANDY MATS (Plain and Embossed)
DIE-CUT LINERS
PARTITIONS

LET US QUOTE ON YOUR REQUIREMENTS

(If we are not already supplying same).

GEORGE H. SWEETNAM, Inc. 282-286 PORTLAND ST., CAMBRIDGE, MASS.

Very good. Has unusual visibility and attractiveness. Looks fresh and appetizing.

Contents: Well arranged assortment of pieces, including licorice flavored caramels, jellies, patilles, etc. In white glassine cups separated with white dividers.

Remarks: An outstanding assortment for a licorice package. Lots of character.

Box Chocolates

And Confections—1 lb.—$1.50

Selected as Outstanding

CODE 81736 — Description: Embossed set-up box with half-telescope style hinged lid. Inside of lid is lined with paper lithographed in tan linen design, on which are printed the names of pieces in the candy assortment. Box trays covered in same paper. Package wrapped in cellulose.

Design: A reproduction of old-fashioned cross-stitch Sampler, beautifully colored and realistically embossed. Use of this design scheme over entire package, including bottom, gives it a very finished and rich appearance. Name of this well-known firm predominates, although shares prominence with name of package, which has been nationally advertised for years. Well designed to promote product as a gift.

Display Value: Excellent; attractive from all angles. This package is undoubtedly the best known of any in the country, due to its display in stores throughout the country and national advertising covering many years.

Sales Appeal: Very high class. Has a quality reputation.

Contents: Attractive arrangement of goods in trays and brown glassine cups. Top layer includes 4 pieces wrapped in gold foil, 2 in silver foil, and 4 Jordan almonds. Box is lined with beautiful embossed tan glassine paper decorated in green, orange, and lavender cross-stitch border and center designs. Adds to rich appearance.

Remarks: The popularity of this box speaks for its successful design. Color reproductions are exquisite, and construction is good.

Box Chocolates

1 lb. $1.00

Selected as Outstanding

CODE 81836—Description: Printed embossed foil covered set-up telescope box with padded top. Cellulose wrapped.

Design: Most effective use of gold foil, eliminating the metallic effect. Nicely designed, with over-all brown embossed design and buff panel surrounding gold center circle containing name in black. Design is conservative and in good taste for high-priced package. Bottom of box covered with attractive paper printed in brown and gold design, with panel describing contents.

Sales Appeal: Good. Performs all the functions of a high class package.

Contents: Assortment beautifully presented. Has removable trays in top and bottom layers—brown board coated with gold paper on outside and extending over inside edge half-way down. Nicely done. Brown glassine cups used.

Remarks: An example of good chocolates presented in a quality package.

Box Chocolates

1 lb. $1.00

CODE 91936 — Description: Embossed set-up box, in cream linen stock, extension edge top and bottom. Wrapped in cellulose.

Design: Simplicity of arrangement is pleasing, but the various elements are not unified. The rules converging at the dragon emblem draw too much attention to that spot. Name of package is too crowded together. Typography could be improved with more uniformity in style. The various elements of this design fight with each other for attention of the eye.

Sales Appeal: General appearance is pleasing and does reflect quality.

Remarks: Contents attractively arranged, with brown board and gold-edged dividers, in curved arrangements. Brown glassine cups and general effect is high class.

Premium Plan for
Distributors and Salesmen
As Announced by Kraft

THE Confections Division of the Kraft-Phenix Cheese Corp., Chicago, has announced an "All-American" Club for candy distributors and salesmen throughout the country. Enrollment in the club started Aug. 1 and will end on December 1. Throughout this time, members will collect additional compensation and at its expiration, one will be selected on the basis of accomplishment and description of that accomplishment, as the "All-American" candy salesman of 1936. He will be presented with a plus award of a complete outfit of the finest nationally advertised men's furnishings—from shoes to hat.

The plan is a two-way proposition designed not only to compensate both distributor and salesman but to aid in the movement of Dairy Fresh Caramels. Consumer promotion has also been given the product by a large volume of national newspaper advertising which Kraft has put behind Dairy Fresh Caramels in the last few months. This campaign, featured by three limerick contests, appeared in newspapers having a combined circulation of more than 15 million, brought in more than a quarter of a million entries and is said to have added hundreds of thousands of new customers.

Because of this, Kraft officials feel that the "All American" Club plan offers greatly increased opportunities over their last year's "Christmas Fair." It was a similar premium plan, awarding merchandise gifts to jobber salesmen.

Coupons for Merchandise

The "All-American" Club plan employs the coupon idea. Salesmen and distributors will be awarded coupons, one for every box of caramels sold, in the case of salesmen; and one for every case bought in the case of distributors. These coupons will be redeemable in merchandise prizes and, in the case of distributors, in either merchandise or in cash, if the quantity of the distributors' coupons reaches a certain fixed minimum.

Receipt of his first coupon makes the salesman eligible for membership in the club, and his one hundredth coupon makes him a full-fledged member. His one hundredth coupon also carries a bonus of five coupons and each succeeding hundredth coupon carries a bonus of an additional five, so that the one hundredth really brings the salesman's total to 105 coupons and the two hundredth to 210, the three hundredth to 315, the four hundredth to 420, etc. The two hundredth also makes the salesman eligible to compete for the title of "All American" candy salesman of 1936 and its accompanying prize. This prize is to be made up of a Knox hat, Stein-Bloch suit, Wilson shirts, ties and socks and Florsheim shoes.

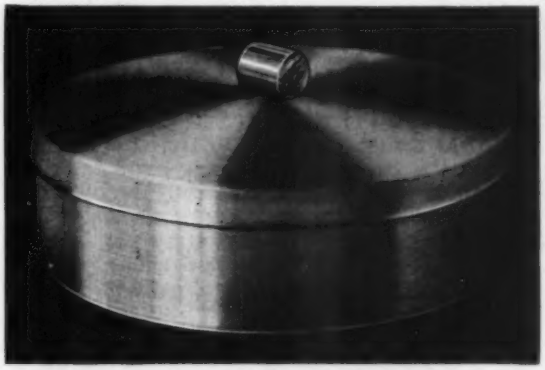
In addition to qualifying a salesman for the club and the extra prize, all coupons will be redeemable in merchandise prizes. These are listed in a "portable" department store—a premium catalog containing nearly 600 items. These are "priced" by the number of coupons required. All articles are products of nationally known manufacturers and carry a guarantee of first quality.

Kraft officials estimate that with a starting date of August 1, giving the candy salesman the advantage of two summer months when Dairy Fresh caramels are among the fastest moving items of five-cent bar goods, more than 10,000 salesmen will earn merchandise awards while the club is in operation.

Autopoint Premium Booklet

A BOOKLET featuring the premium idea in selling has been issued by Autopoint Co., Chicago. It points out that about $4,000,000 worth of premiums are used by business firms annually.

Some of the selling points covered by the booklet are the following: Setting the Stage for the Salesman; Getting More Out of Sales Interviews; Keeping the sales at the High Peak, and Pepping Up the salesmen.



Re-use Containers
for Holiday Packaging

Display your candy in the most tempting manner—use colorful, attractive West Bend Gift Ware. Buyers are enthusiastic about the re-use features of these practical containers. The sparkling, distinctive eye-appeal wins immediate dealer and consumer acceptance.

The covered bowl (above) is re-usable as a what-not jar or dresser box. Often used for nuts, candy or cookies. Made of beautiful Satin-Ray aluminum, it will not tarnish, rust or chip. Available in many sizes to fit particular needs. Small size available with partition dividers.



This distinctive bowl is ideal for nuts, candy, fruit or cookies. Excellent for use as a powder box. Made of sparkling Satin-Ray aluminum. Diameter at top, 4 inches.

Complete Line of Distinctive Gift Ware

Pack your confection in a re-use container that catches the shopper's eye. The West Bend line includes a variety of bowls, trays and jars. New designs are being added and continually developed for your consideration.

Start your holiday plans now—write for literature and prices!

WEST BEND ALUMINUM CO.
Dept. 858 **West Bend, Wisconsin**

Effective Candy Bar Wraps

(*Continued from page* 51)

to feature a number of strong colors on the same wrap. For instance, a red and green of the same value or strength will vibrate and be confusing to the eye. Bright orange is one of the greatest attention getters on the sales counter. Orange and black are very effective when properly combined, but all wraps cannot be alike. There are other colors which give effective results when properly arranged; such as red and white, green and dark blue, gold and black, etc. It should be remembered that strength in color is not the only element in getting attention. Good proportions of colors are essential.

Letter on the Wrapper

The lettering on candy bars is often overbearing, exhibiting a "circus" tendency. Many firms think that the larger their lettering the more sales appeal it will have. Through this practice they frequently cheapen the appearance of their bars. A compromise in size will give better results.

Lettering is a design element. In the lettering of a bar, legibility and simplicity are important because of the limited space available. The typography should harmonize with the general design and color effect as a whole. To achieve good taste on the package, it is wise not to use too many different styles of type on a given package—not more than two or three at the most.

The design of many bar wrappers is sometimes cut up too much by the over-use of panels and stripes. This often dwarfs the appearance of the actual size and gives a cheap, gaudy effect.

Well designed trade marks are an asset, but obsolete and poorly designed ones are magnified if improperly or carelessly employed in the wrap design. Many trade marks need modernizing. They can be used to good effect in establishing a "family resemblance" in a manufacturer's line, which will be identified by the consumer wherever displayed.

The trend is toward well-dressed packages.

Operating Figures for 1935

(*Continued from page* 25)

every operator should pour his business. For instance, if you are a Bar Goods specialty house and your sales department expense is a larger percentage of sales than is typical of other manufacturers, it does not necessarily mean that your sales expense should be curtailed. That effort may be needed to reach the market you are serving, or may be justified by the competitive strength which has been built up. The points where your business differs from typical experiences are signals which indicate that study should be made to determine whether the differences are advantages or disadvantages."

Under Section 3, on Overhead in Relation to Prime Manufacturing Cost, the report points out that in order to figure costs and establish prices on a sound basis, a manufacturer should know costs, both in his own plant and in other plants with similar manufacturing and distribution problems. Accurate estimates can be made of the materials and direct labor which go into a specific kind of candy. The difficult problem has been in the treatment of an allowance for overhead. Therefore the N.C.A. Cost Committee in its "Cost Yardstick" used the prime cost of labor and materials as the basis on which to build cost estimates.

Dun & Bradstreet analysis follows the N.C.A. plan and shows average overhead ratios which will be especially helpful to small plants not maintaining cost departments.

"A comparison with usual overhead ratios in plants making similar products, can be the basis of a prediction as to whether prices based on your own cost will be in line with comparative prices," the report declares.

(*To be Continued Next Issue*)

Celluloid Corporation Appoints

AS a result of the recent expansion in the sales organization of Celluloid Corp., New York City, Harry F. Eels was appointed Director of Sales of the Sheet, Rod & Tube Division. David S. Hopping was appointed Asst. Director of Sales of Pkg. Division, and S. S. Bareford was appointed special sales representative of Rod and Tube Division. Edward H. Miller is now Credit Manager and J. H. Tunison is Asst. Credit Manager.

Hinde & Dauch Christmas Cartons

THE Hinde & Dauch Paper Co., Sandusky, Ohio, has issued a new Christmas booklet entitled, "Making Your Shipping Boxes Say Merry Christmas," which is produced in full colors. The booklet explains how well-designed and attractively colored shipping boxes gain customers' attention and so help to increase sales.

H. T. Archibald—Fannie May Operator—Dies

H. Teller Archibald, 57, operator of the Fannie May Candy Shops in Chicago and other cities of Illinois and Wisconsin, died July 24 in Swampscott, Mass. Archibald and his first wife, the former Miss Mildred King, whom he married in 1902, opened their first candy shop in a small location at Madison and La Salle streets in 1920. The Fannie May chain now includes approximately 50 stores.

Engaging both in the real estate and candy manufacturing business, Mr. Archibald became wealthy. The widow, Dorothy Archibald, survives, as do a sister and three brothers who live in Washington, where burial took place.

H. G. Eckstein Estate Valued at $1,500,000

HENRY GOTTLIEB ECKSTEIN of the Crackerjack Company, Chicago, who died in Ontario, Calif., on April 11, 1935, at the age of 75 left an estate valued at more than $1,500,000 to ten relatives. This was reported recently when an inventory of the estate was filed with the Probate court. Mr. Eckstein was also a heavy stockholder in some other confectionery companies.

Loft Starts National Campaign

JAMES W. CARKNER, president of Loft, Inc., New York, has announced the beginning of an aggressive advertising and merchandising campaign for its candy stores. As a part of the campaign Dr. Shirley W. Wynne, former public health commissioner of New York City, has been retained to assist in the supervision of making Loft products. The campaign will cover 56 cities, from Boston to Washington. Radio programs will be used to supplement other mediums of advertising.

General Candy Declares Extra Dividend

Directors of the General Candy Corporation, Chicago, recently declared an extra dividend of 30 cents a share on the class A stock in addition to the regular quarterly dividend of 15 cents, both payable September 21 to stock of record September 10.

Accompanying a plan for liquidation of accumulated dividends in February the company placed the class A stock on a 60-cent annual basis, however, on June 20 the regular quarterly dividend of 15 cents was supplemented with a 15-cent extra disbursement.

SALESMEN'S SLANTS

C. RAY FRANKLIN, Speaking from Kansas City



THE Middle West has been in the grip of one of the most severe heat waves in years. The crops are about gone and unless there is rain, and that very soon, conditions will be serious in this agricultural section of the country. We wonder at times if the country is undergoing a complete change as regards the weather. We are almost convinced it is when we go through a winter such as we passed through last year and then encounter a summer like the present one. From information I have been able to gather from the retailers and jobbers of candy the past few weeks, I am convinced the consumption in this territory is way below normal for this time of the year. Ice cream and beverages are going strong, which accounts for the slowness of candy, since there are only so many nickels in circulation for this class of spending, as we all know.

* * *

This last week yours truly was on a pleasure trip, as it were, while so many of the buyers were away on vacations. **Harold Jacobson** of the **Northwestern Candy Co.,** Des Moines, Iowa, was fishing in northern Iowa. **Bill Karnett** of the **Karnett Cigar Co.,** Omaha, Nebr., was in Washington state. The other buyers missed were in places all the way from Canada to Texas. I am glad for one thing, however: it takes money to travel, which speaks well for some of the candy men.

* * *

The following story was told me by **Mr. Tappen,** buyer for the **Johnson Biscuit Co.,** Sioux City, Iowa, and, coming as it did so near the political campaign, I will repeat it for your pleasure:

Two colored men stood on the edge of a crowd, listening to a political speech. 'Who am dat man, Sam?" asked one. 'Ah doan know what his name is," replied Sam, "but he sho' do recommen' hisself mos' highly!"

* * *

Mr. Hagman and **Mr. Mitchell,** owners of **Des Moines Vita Seald Co.,** Des Moines, Iowa, one of the capital city's most progressive candy jobbing houses, have recently bought controlling interest in the **Symons-Jobes Co.,** Atlantic, Iowa. They have changed the name of the concern to the **Atlantic Wholesale Grocery Co., Inc.,** and intend to feature candy at this house in the future. Good luck, boys!

* * *

Herman Pappenbrock, buyer for the **Rodewig-Schmidt Candy Co.,** Davenport, Iowa, is in California where he will be for three weeks on a vacation.

* * *

The following came from **Ed Yordy,** candy buyer for **H. D. Lee Mercantile Co.,** Salina, Kans.:

Hubby (at the golden wedding): "Well, dear, all the years have flitted by, and I haven't deceived you yet, have I?"

Wife: "No, John, but goodness knows you've tried hard enough!"

* * *

Herbert Snell, credit manager of the **Reed Candy Co.,** Chicago, says there is no record of any girl falling in love with a young man while he is eating corn off a cob!

* * *

The Kansas City Candy Club has recessed for the summer months. They will open the fall season with their September meeting the second Saturday night in September.

* * *

I enjoyed the following story told me by **Hymie Zorinsky,** candy buyer for **M. Venger & Sons,** Omaha, Nebr.:

Magnolia: "When Mandy went and got married, us girls done give her a shower."

Pansy: "Dat sho' was nice. Ah'll bet her husban' was glad to get 'er all nice and clean!"

IDEAL WRAPPING MACHINES

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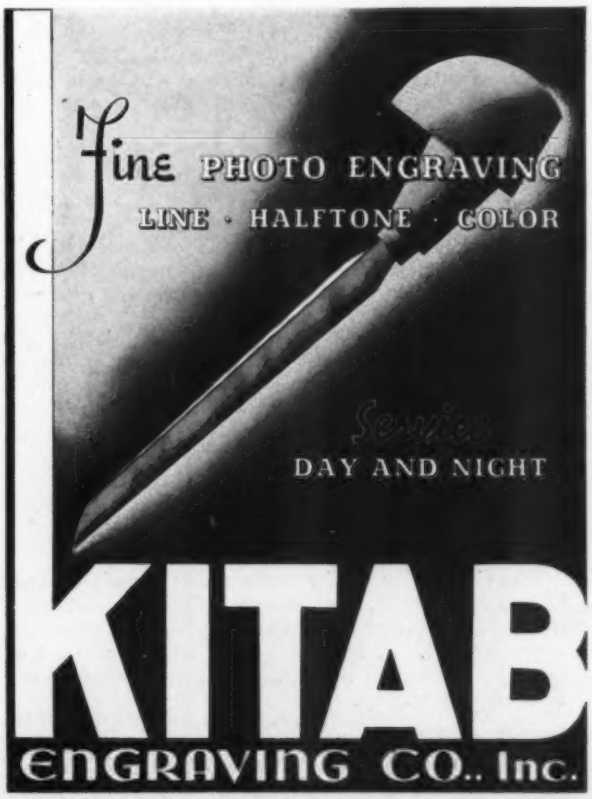
CANDY manufacturers both large and small *prefer* IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with *dependable, uninterrupted operation.* In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged! Our unqualified guarantee is your protection. Two models available: SENIOR MODEL wraps 160 pieces per minute; SPECIAL MODEL wraps 240 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.

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EST. 1906

MIDDLETOWN, N. Y. - - - U. S. A.



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Sears Opens New Candy Depts. in Number of Western Stores



B. F. YOUNG

B. F. YOUNG, retail candy merchandising manager of Sears, Roebuck & Company, Chicago, is supervising the opening of a number of new candy departments in Sears stores located in several western states. Mr. Young, who is widely known for his successful merchandising ability obtained through many years of experience in this field, is on a six weeks' trip, personally directing the department openings.

The departments are being opened in stores not previously handling candy.

The candy departments in these stores will feature confections which are produced by firms in the West.

Mr. Young is a member of the Candy Packaging Board of The MANUFACTURING CONFECTIONER.

Salesmen Meet at Boston

Elect James D. Hart President, N. C. S. A.

THE National Confectionery Salesmen's Association of America, the oldest and largest body of candy salesmen, held their 38th Annual Convention at the Hotel Statler, July 13th to July 16th. Members reported it the finest convention since their organization in 1899.

The Convention was opened by Irving Shaffer, President of the Association. William D. Clark, President of the Boston Candy Club acted as Chairman of the Convention Committee and officially welcomed the 107 visiting candy salesmen.

H. R. Chapman, Vice Pres. in Charge of Sales and Advertising for Necco, Cambridge, Mass., talked on the Robinson-Patman Bill, endorsing it as a benefit to the trade.

Henry H. Michaels, Secretary-Treasurer, and his associates planned the program with many social activities for both the men and ladies, topping off with the annual banquet.

New officers elected for the year are: James D. Hart, President, Fall River, Mass.; John M. Wickersham, Vice Pres., Philadelphia, Pa.; Henry H. Michaels, Sec.-Treas., New York City.

The financial strength of the association was reported near the $40,000 mark.

Indiana Jobbers' Convention At Columbus, September 12

The Convention of the Indiana Candy and Tobacco Distributors' Assn., Inc., will be held at the Columbia Club, Monument Circle, Indianapolis, on Saturday, September 12. A banquet will be held at noon, followed by a program according to E. E. Wood Nichols, Executive Secretary.

Kerr's Butter Scotch, Inc., of Brooklyn, are introducing a new 5c item in an attractive appetite-appeal folding carton. The trade name "Kerrums," a combination of the firm name and rum, which is descriptive of the flavor, has been adopted and protected by registration.

Southern Wholesalers Meet

Re-elect L. V. Jones at Jacksonville

THE Sixteenth Annual Convention of the Southern Wholesale Confectioners' Assn., which was held July 21-23 at the Mayflower Hotel, Jacksonville, Florida, re-elected L. V. Jones of Greenville, S. C., president. Other officers named were M. B. Monsalvatge, Miami, re-elected first vice-president and H. A. Hanby, Wilmington, N. C., second vice-president. T. W. McDonald of Monroe, Ga., was named treasurer and C. M. McMillan, Atlanta, was re-elected secretary.

Five members of the board of directors were re-elected to office. They are: W. S. Compton, Little Rock; Oscar Everitt, Jackson, Miss.; C. Rush Hamrick, Shelby, N. C.; P. D. Aman, Sumter, S. C., and C. C. Lindsey, Roanoke, Va. New members of the board are: Tom Knox, Birmingham; H. A. Flemin, Jacksonville; Cliff C. Cook, Albany, Ga.; Mrs. Harry W. Potts, Lexington, Ky.; Louis Krielow, Jennings, La.; and Sam Toole, Knoxville, Tenn.

Malcolm McDonell, of Puritan Chocolate Co., Cincinnati, O., was among the speakers. He discussed the "under-one-roof plan," including a jobber division of the N.C.A.

The members in attendance pledged funds to finance the secretary of the organization in making travels to create local associations.

A number of manufacturers exhibited their lines at the Candy show during the convention.

Boston Conference on Distribution Sept. 28-29

THE annual Boston conference on distribution will be held Sept. 28-29 at Hotel Statler, Boston. The theme of the 1936 conference is "Distribution and Public Relations." The purpose of the conference is, through exchange of ideas, to stimulate constructive thinking about the major problems of distribution so that those attending will return with a broader vision and understanding of the economic factors surrounding their businesses.

There will be distinguished speakers from many industries, each an outstanding authority in his field. Proceedings of the conference will be published and will contain all addresses.

COMMENT: "The MANUFACTURING CONFECTIONER is the only trade publication which comes into our office that is never thrown away."—Machinery Manufacturer.

REPLY: Thanks! The candy manufacturers also tell us the same thing.

JUMP YOUR SALES

BREWER BOARDS will do it.

Send for our Catalogue of Money Makers.



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"TREMENDOUS VALUE"

FOR CANDY MANUFACTURERS AND PACKAGING SUPPLIERS

found in the new Packaging Clinic featured quarterly in the MANUFACTURING CONFECTIONER.

Read these extracts of letters:

A Candy Manufacturer says:
"We consider it a distinct compliment to have been recognized by the 'Packaging Clinic.' We wish to compliment you on this very constructive department and you may count on every bit of cooperation which we can give you."

A Package Maker says:
"Am pleased to see that we won recognition on the two lines we created. I believe this is a splendid idea and will help to keep the candy manufacturer on his toes in producing better packages. You can call on me at any time in helping to make the 'Candy Packaging Clinic' a permanent success."

Another Supplier says:
"We believe you have started something that will prove of real constructive benefit to candy manufacturers. The fact that the 'Clinic' provides an unbiased court of judgment is bound to be of tremendous value to the industry in helping solve its packaging problems and in bringing to a focus the outstanding developments in new package design. The MANUFACTURING CONFECTIONER is to be congratulated on its new undertaking!"

What an opportunity for package suppliers to "tie in" their ADVERTISING MESSAGE with this keen interest in the Candy Industry's Packaging Clinic!

THE MANUFACTURING CONFECTIONER



SIMPLEX CHOCOLATE
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Scientifically designed to eliminate breakage. Best construction—easiest to mould. Higher finish to moulded chocolate. Excellent service. Attractive prices. Catalogue and prices cheerfully sent upon request.

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Time and Motion Studies Reduce Costs

(*Continued from page* 30)

with a file held in the other. But he will do it much faster if he uses a vise to hold the metal and operates the file with both hands. Returning to the illustration of the pencil again, you will observe that if you pick it up from the flat desk top, it takes several movements of the fingers, to get it under control for writing. If you have it held at the proper angle by a simple holder, you can grasp it with one movement.

The *times* for the various motions which we take from our *motion* time table, enable us to calculate what the *new* time for the operation will be. Thus the question of how much the *fixture* for holding, will save, and whether it is worth building can be decided.

Time study cannot usually tell us in *advance* what the saving from the elimination of *single* motions will be. It *can* tell us what can be saved by eliminating an entire *sub-division* of the job. If a cook walks 20 feet to get a bag of sugar, we can learn from a time study how long the walk takes and how much we can save if it is eliminated.

Cost improvements of industrial jobs by *motion* study and *time* study fall into one of the following classifications:

1. A new motion path *without* any added tools or equipment.
2. The introduction of *simple* tools such as our fixture to hold the pencil ready for the grasp.
3. Semi-automatic machinery where the operator controls the speed of output. Manually operated tying machines are examples.
4. Fully automatic machinery such as wrappers and moguls.

It is necessary to have a person or several persons trained to make motion and time studies. The greatest results, however, are obtained from those departments where the *foreman* and his assistants have a working knowledge of motion study and time study. In addition to maintaining his established costs, every foreman should have one or more projects in his department by which he reduces established costs. This does not mean glibly asking the management for a lot of automatic machinery. More often than not, it means changing motion paths, or developing simple tools to use more effectively his existing installation.

The improvement of a job may be needed in the direction of *quality*. If so, a knowledge of the motions involved is just as useful as in the case of cost reduction. If we are required to bring the point of the pencil to a very exact location on the paper, we can provide a holder for the paper with a guide for the pencil so that it will be guided more accurately than if it were done free hand.

Improvement of operations is a perpetual task. The astounding accomplishment of today will be the raw material for further improvements tomorrow.

A Help in Pre-Estimating the Cost of New Products

Most of us have the perplexing problem of trying to figure what it will cost to pack that new fancy box, to make and cut that new delicious center, or to wrap that new bar which we hope will take the country by storm.

Motion and time study offer an answer to this problem.

Let us consider the case of packing the box of fancy chocolates. Let us assume that you have been in the business of producing fancy boxes. Then from old studies you can get the time to get and open the box, the time to pack one piece of candy of a certain shape, the time to weigh and close the box. From this data the time to pack the new box can be calculated.

Now suppose the product or the job is such that no previous figures on the details are available. Motion study can then be used to determine the probable time to do the new job. If it is bar wrapping, a motion study is made to determine the time to get the bar, to get the wrapper, to wrap and place in the box. After the first motion study is made, it is examined for possibilities of improvement as discussed earlier in this paper. Then an improved motion path is planned, possibly with some tools or machinery added.

Training of Workers Is Important

The use of motion study puts specific and detailed knowledge in the mind of a representative of management. This person is the *instructor who is to teach the new worker the job.*

It is no uncommon experience to find the new employee producing ¼ to ½ the standard. Without intensive training he improves slowly or not at all and is dismissed. The process and accompanying losses are then repeated with another new employee until one is obtained who by luck or keen observation reaches the standard performance.

Proper training will reduce the learning period below that required by "hit or miss" learning, in addition to reducing labor turn-over.

The instructor must be selected for patience, personality and mental knowledge of the work to be taught. He need not be the fastest operator. The best producers do not always become the best teacher. Ability to describe and demonstrate the operation accurately are more essential than a record of high performance.

Selection of employees is important to secure best results from training. It is a waste of time to hire someone who lacks the desire or the ability to become a competent worker. Some simple tests based on time study and motion study are useful at the employment office.

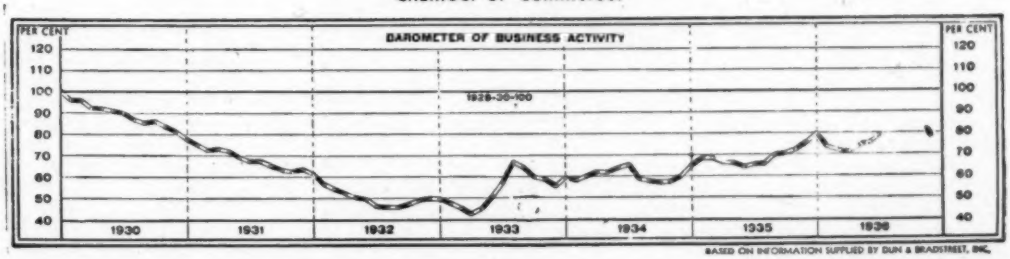
For those who claim to be skilled, simple trade questions and tests will give a clue to the applicants' ability. When applicants must be accepted who are not experienced, simple dexterity tests may be given. A number of blocks may be handled from one box to another.

We in the confectionery manufacturing business might well emphasize the importance of training and take active steps to promote it. Certain industries are already experiencing skilled labor shortages. We cannot expect the conditions of the past five years to continue. Labor has been amply available. It is not desirable that widespread unemployment continue. But it is business foresight to prepare for a reduced labor supply by using *effective training plans.*

TREND OF BUSINESS SHOWS IMPROVEMENT



This map represents business conditions in every state of the Union as shown in August, 1936, issue of "Nation's Business" official publication of the United States Chamber of Commerce.



Robinson-Patman Act Causes Changes in Sales Policies

THE impact of the Robinson-Patman Act upon all lines of business involving the sale of commodities has become increasingly evident during the past months. Those who, for one reason or another, have been accustomed to sell goods of like grade and quality to different customers at different prices or have granted concessions, services or facilities which have not been made available to all customers on proportionately equal terms have become greatly concerned lest they become liable to criminal prosecution or to suits for treble damage.

Many companies have advised their trade of the discontinuance of all price differentials, special discounts, and allowances which might be held to be discriminatory.

The interpretation of the new law, at least on close questions, is still clouded with uncertainty. Attorneys who have permitted themselves to be quoted have emphasized the tentative character of their comments.

Some months will doubtless elapse before any contested case will progress sufficiently far in the courts to establish judicial interpretation. In the meantime, the practical work-out of the new law in influencing the policies of manufacturers and distributors will be watched with interest.

Widely Acclaimed Trade Association Conference Proceedings Available in Booklet Form

ADDRESSES at the recent conference of industrial and trade association executives held in New York City on the Robinson-Patman anti-discrimination act have been published in booklet form and are obtainable from the Trade Association Executives in New York City, 200 Fifth Ave. Thousands have been purchased by firms throughout the country. The price is 25 cents each; quantities 10 to 50, 15 cents each; 50 or more, 12 cents each.

The proceedings contain addresses on the various phases of approach to the Robinson-Patman Act by some of the highest authorities in the country.

Contents include: Remarks by Clarence Francis; The Robinson-Patman Act—Its Political and Commercial Background and Legislative History, by Newell W. Ellison; The Meaning of Sections 1 and 3 of the Act, by Thurlow M. Gordon; Enforcement of and Procedure Under Section 2 of the Clayton Act as Amended and Under Section 3 of the Robinson-Patman Act, by Francis E. Neagle; Possible Effects of the Robinson-Patman Act on Business Practices, by Dr. Willard L. Thorp; Trade Associations Under the Amended Act, by Col. William Donovan.



MACHINERY FOR SALE

FOR SALE: ONE CUT ROLL Machine. One Herold Hot Blast Furnace complete with Blower. One Savage Fire Mixer. All in good condition. Mrs. Stover's Bungalow Candies, 1206 Main Street, Kansas City, Mo.

FOR SALE: ONE REX HAND Roll Machine in good condition. Will cut 96 centers at one time. Priced for quick sale, $75.00. Wittich's Candies, 221 East Main St., Circleville, Ohio.

FOR SALE: ELECTRIC DIPPING Tables, Cream Beaters and Coolers, Chocolate Kettles. Semi-Automatic Ball Machines, Automatic Ball Machines, Ball Machine Cutters, Cream Depositors, and many other items, all rebuilt and guaranteed by us. John Werner & Sons, Inc., 713-729 Lake Avenue, Rochester, N. Y.

FOR SALE: 2 GREER AUTOmatic Chocolate cooling and packing conveyor tables. Good as new. Brecht Candy Company, Denver, Colorado.

FOR SALE: DISCONTINUED Chocolate and Starch Room Machinery. Akron Candy Company, 244-248 Sumner Street, Akron, Ohio.

A BALL BEATER, MADE BY Savage Bros., three foot, excellent condition. Also, one Savage Marshmallow beater practically new. Address G7363 % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

FOR SALE: BAUSMAN CHOCOlate Refining machines, two in tandem connected; also one Bausman Chocolate Refiner complete with two kettles. Write for price. Chase Candy Co., St. Joseph, Mo.

FOR SALE: MODEL K KISS Wrapping Machine in First Class Condition. Also Drop Machine with a few sets of extra rollers and ten horsepower Mears Kane automatic gas steam boiler. Address F-6363, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Ill.

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FOR SALE: GENERAL ELECtric D54 Condensing Unit and No. 40 Unit Cooler. Ideal equipment for cooling wholesaler's small storeroom. Address E-5365, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Illinois.

FOR SALE: THREE COPPER revolving pans first class condition. Address E-5368, % The Manufacturing Confectioner Publishing Company, 400 W. Madison St., Chicago, Illinois.

FOR SALE: SIMPLEX STEAM vacuum cooker, depositor, cream beater, steel slab, mixing machine. Mills drop machine, with moulds, ice machine, fudge trays and steel rods, gas cooker, open fire copper kettles. Reasonable. H. L. Feldman, 2500 W. 25th St., Cleveland, Ohio.

FOR SALE—2 Champion Bon Bon Basket Machines, 1 Champion Peanut Cluster Machine with Greer Packing Table and 1 Inman Box Making Machine. Nutrine Candy Company, 419 W. Erie Street, Chicago, Illinois.

FOR SALE: 50 SINGLE WING Knickerbocker sample cases No. 79; complete with fibre glass tray covers. These cases are in fine condition and can be had at a very reasonable price. Address C3363, % The Manufacturing Confectioner Publishing Company, 400 W. Madison Street, Chicago, Ill.

NOUGAT CUTTER, BATCH Warmers, Nutpicking Machine, Starch Trays, Time Clock, Scales, Small Continuous Cutter, Mills Caramel Sizer, Electric Bon Bon Tables, Display Jars, Display Racks, etc. L. C. Blunt, 1647 Blake St., Denver, Colo.

HARD CANDY EQUIPMENT for sale because of discontinuance of candy manufacture—Simplex Type B Vacuum Cooker, 2 Savage Model S Size 3 Fire Mixers, York Batch Roller, Herald Forced Draft Furnaces, steel jacketed slabs, stone slabs. NATIONAL TEA CO., 1000 Crosby St., Chicago, Ill. C. E. Kafka.

MACHINERY FOR SALE.

FOR SALE—MOST MODERN cholocate coating equipment, 24-in. National Equipment and Greer, with all attachments. Wolfe Peanut Coater, complete. Cheap prices for quick sales. Union Confectionery Machinery Co., Inc., 318 Lafayette Street, New York City, N. Y.

FOR SALE — 32" BAUSMAN Decorator.
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Hildreth double arm pulling machines.
Many other items. All rebuilt and guaranteed. Savage Bros. Co., 2636 Gladys Avenue, Chicago, Ill.

FOR SALE—TWO AUTOMATIC Sucker Wrapping Machines, complete with motors attached, very attractive prices. Address G-7357, % The Manufacturing Confectioner Publishing Co., 400 W. Madison St., Chicago, Ill.

FOR SALE: SINGLE BAUSman Coating Disc Machine, with two kettles, belt drive; and one group of two Bausman Coating Refiners, hooked in tandem, together with two kettles, belt and drive. In perfect condition. Chase Candy Co., St. Joseph, Mo.

FOR SALE—ONE SIMPLEX Steam Cooker, two steel cooling slabs, one Racine Sucker Machine. The Max Glick Company, 727 Woodland Avenue, Cleveland, Ohio.

FOR SALE—LATEST TYPE Bausman Decorator for 24 in. enrober. Twinplex Stick Candy sizing, Twisting, Cutting machine with cooling conveyor. Vacuum fumigator, fifteen feet by five, complete. Chase Candy Company, St. Joseph, Missouri.

FOR SALE—ECONOMY ENGIneering Company's steel, portable, 500-lb. capacity, twelve foot lift, hand operated steel elevator. Platform 3 feet square. $75.00. Chase Candy Co., St. Joseph, Mo.